

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

KETV Delivers First Place Time Periods in Omaha!*

1st

First ... in
quarter hours
when all 3
Omaha Stations
compete!

<u>ONE-WEEK</u>	
KETV	160½
Station B	105
Station C	135½

<u>FOUR-WEEK</u>	
KETV	147
Station B	130
Station C	124

1st

First ... in
Share of
Audience,
6 P.M.-Midnight,
Sun.-Sat!

<u>ONE-WEEK</u>	
KETV	42.4
Station B	27.2
Station C	30.4

<u>FOUR-WEEK</u>	
KETV	36.2
Station B	31.8
Station C	31.7

1st

First ... in
Omaha's choice
of Movie
Entertainment!

Movie Masterpiece (Starts 9:35 P.M.)

<u>ONE-WEEK</u> (average)	
KETV	24.5

<u>FOUR-WEEK</u> (average)	
KETV	16.6

9:35 Movie Cumulative rating: 70.6!

Late Movie Cumulative rating: 40.4!

Act promptly to buy minutes and breaks with ratings averaging in the upper 20s and 30s, adjacent to leading ABC-TV network shows and Omaha's highest-rated movies.

*Nov., '58, Metropolitan Omaha One-Week, Four-Week ARB.

Call your **H.R.** man today

ABC TELEVISION NETWORK

Ken H. Cowdery, President
Eugene S. Thomas, V. P. & Gen. Mgr.

KETV channel **7**

Omaha World-Herald Station

TEXAS STUDY HELPS RADIO "KNOW ITSELF"

The Institute for Motivational Research sets KPRC searching its commercials and programs for listener needs

Page 25

Sun Drug battles discount houses with radio

Page 30

Spot radio's top clients: auto, beer, oil

Page 32

SPONSOR annual: successful tv campaigns

Page 35

DIRECT ON PAGE 2

Take TAE and See

PITTSBURGH'S

MOST STIMULATING VIEW

IS BREWED ON

WTAE 4
BIG TELEVISION IN PITTSBURGH
CHANNEL



REPRESENTED BY THE KATZ AGENCY

GATEWAY
TO THE FUTURE
1736
PITTSBURGH BICENTENNIAL
GROWING WITH
PITTSBURGH
RENAISSANCE

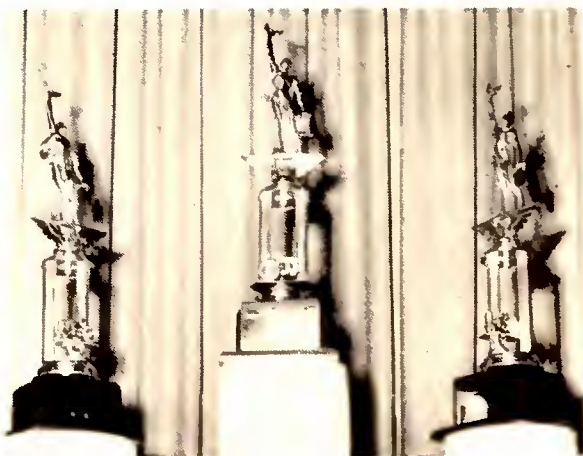


WSB Farm Director Roy McMillan clasps trophy presented for Ga. Farm Bureau Federation by A & P's Harold Jackson (R). J. P. Duncan, Jr., (L) is Federation president.

Farm Service Award again goes to Atlanta's WSB Radio

For three of the four years it has been offered, the Georgia Farm Bureau Federation trophy has gone to WSB Radio. The 1958 award was made in recognition of the station's "outstanding service to Georgia agriculture".

Up-to-the-minute market reports, specialized news and information are the backbone of WSB Radio's farm programming. Georgia's farm families show their appreciation by making WSB their most listened-to radio station.



50,000 watts of service to Southern farmers

WSB RADIO

The Voice of the South - ATLANTA

Affiliated with The Atlanta Journal-Constitution. NBC affiliate. Represented by Edw. Petry & Co.

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

DIGEST OF ARTICLES

- Motivational Research comes to radio**
25 What are the psychological needs of radio's audience? Will tomorrow's station satisfy them better? Results of a motivational study in Texas
- Spot radio results impress Wall Streeters**
28 Financial houses using radio during New York newspaper strike like the pull—even though it means unaccustomed night work at the office
- First flavor break-down of Parti-Day sales**
29 Analysis of first two months of Parti-Day in Green Bay tv test area shows strong movement for butterscotch, though fudge and chocolate lead
- Station organizes news tipsters**
30 Promotion by Denver radio station signs up over 2,000 KMYR Korrespondents, has them fighting to get there first in reporting local news
- Drug chain battles discount houses with radio**
30 Pittsburgh chain teams with premium stamp firm in joint radio promotion aimed at matching percentage increases of discount competitors
- How top clients use spot radio**
32 They employ it in a variety of ways, from straight sell to reminder copy, in 52-week drives and flights. Active clients: auto, beer, oil
- Life magazine joins the anti-tv attack**
33 Editorial in Luce publication's Entertainment issue follows same general "party-line" expressed in recent *Fortune* article, calls tv "sleazy"
- Television results—1958**
35 SPONSOR presents its annual rundown of the year's most successful campaigns. Arranged alphabetically, here are 32 reasons for buying spot tv
- SPONSOR ASKS: How do you overcome the top-50 market psychology?**
54 With many advertisers feeling that only top-50 market spot schedules are efficient buys, reps tell how they are selling the smaller markets

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Davenport, Iowa — Rock Island, Illinois 47th TV MARKET IN THE U.S.

As Reported in TELEVISION AGE, May 19, 1958

- | | |
|----------------------------|---------------------------------|
| 41 Albany Schenectady-Troy | 46 Omaha |
| 42 Nashville | 47 Davenport-Rock Island |
| 43 Champaign | 48 Binghamton |
| 44 Miami | 49 Raleigh-Durham |
| 45 Sacramento-Stockton | 50 Asheville |

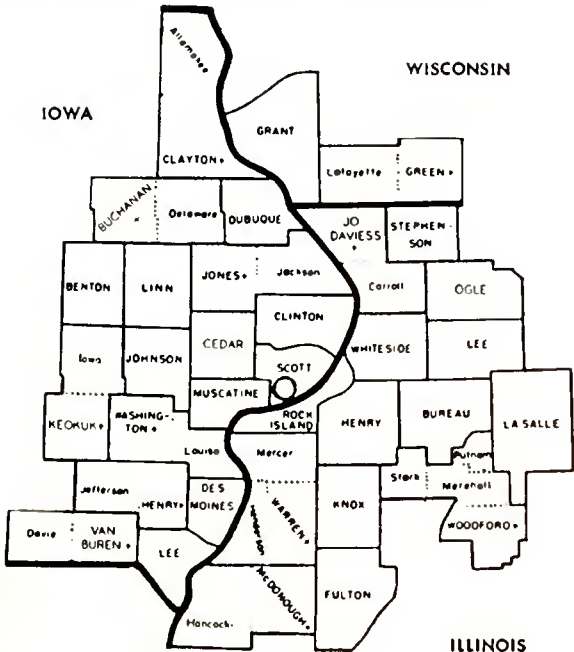
WOC-TV IS No. 1 IN COVERAGE IN THIS 47th MARKET

48 COUNTIES

Population*	1,727,100
Homes	556,500
TV Homes	469,890
Farm Homes**	97,101
TV Farm Homes**	54,912
Effective Buying Income*	\$2,852,363,000
Retail Sales*	\$2,076,120,000

NCS 2

*Sales Management's "Survey of Buying Power, 1958"
**U. S. Census of Agriculture, 1954



Col. B. J. Palmer
President
Ernest C. Sanders
Resident Manager
Pax Shaffer
Sales Manager
Peters, Griffin, Woodward,
Inc.; Exclusive National
Representatives

THE QUINT CITIES

DAVENPORT } IOWA
BETTENDORF }

ROCK ISLAND } ILL.
MOLINE }
EAST MOLINE }



WOC-TV Davenport, Iowa is part of Central Broadcasting Company which also owns and operates WHO-TV and WHO-Radio — Des Moines.





SERGEANT PRESTON of the YUKON

Leads the Rating Race in Market after Market!

BALTIMORE

Pulse, May, 1958	SERGEANT PRESTON.....	31.3
	Highway Patrol.....	19.8
	Silent Service.....	15.3
	Sea Hunt.....	14.8
	State Trooper.....	12.8

CLEVELAND

Pulse, March, 1958	SERGEANT PRESTON.....	22.2
	Sheriff of Cochise.....	18.2
	Sea Hunt.....	17.9
	State Trooper.....	17.5
	Honeymooners.....	15.2

FLINT

ARB, Jan., 1958	SERGEANT PRESTON.....	29.4
	Honeymooners.....	23.6
	Whirlybirds.....	22.5
	Sea Hunt.....	18.8
	Highway Patrol.....	12.3

WINSTON-SALEM

ARB, April, 1958	SERGEANT PRESTON.....	27.3
	Sea Hunt.....	22.5
	Adventure Scott Island.....	17.3
	Gray Ghost.....	12.4
	Silent Service.....	4.8

NEW YORK

Arbitron, 9/25/58	SERGEANT PRESTON.....	16.6
	State Trooper.....	14.5
	Highway Patrol.....	9.6
	Silent Service.....	6.4
	Sheriff of Cochise.....	3.6

PROVIDENCE

Pulse, Jan., 1958	SERGEANT PRESTON.....	29.8
	Harbor Command.....	27.3
	Highway Patrol.....	25.8
	Silent Service.....	21.8
	Twenty-Six Men.....	19.3

SYRACUSE

ARB, Feb., 1958	SERGEANT PRESTON.....	36.3
	Silent Service.....	34.9
	Sea Hunt.....	31.7
	Sheriff of Cochise.....	21.9
	Highway Patrol.....	21.5

I T C INDEPENDENT TELEVISION CORPORATION

488 Madison Ave. • N. Y. 22 • PLaza 5-2100

NEWSMAKER of the week

This week, with the air media and particularly radio facing a New Year that's filled with many unsolved problems and the urgent need for energetic decisions, a veteran station representative with a 26-year background in radio and tv takes over an important industry command post.

The newsmaker: H. Preston Peters, chairman of the board of Peters, Griffin & Woodward, who this week became president of the Station Representatives Association.

Illinois-born and Amherst-educated "Pete" Peters brings to the SRA job a wealth of impressive industry experience. His knowledge of radio and radio stations dates back to June 1932, when he joined Free & Sleiniger, a Chicago representative firm. He opened their New York office the following year and the company became Free & Peters in 1936.

His firm (the name was changed to Peters, Griffin & Woodward in 1956) has been associated with the development of such outstanding stations as WHIO, Des Moines; WGR, Buffalo; WDAY, Fargo; WMBD, Peoria; WOC, Davenport; KMBC, Kansas City, Mo. and many others. When PGW celebrated its 25th anniversary last year, the party was attended by seven station clients who had been with the firm since 1932.



H. Preston Peters

Peters was one of the first advocates of the exclusive representation idea, and one of the first (1917) to form completely separate radio and tv departments in a representative firm.

As the new president of SRA, Peters will head up an association of 19 radio and tv representative firms, organized to deal with such matters as industry sales, trade practices, a representative's code and the various legal and legislative problems of the business.

Among the plans now being formulated at SRA are an all-industry sales push, using special 10-second spots by station clients of SRA firms, new broader research on radio coverage and penetration, and an extensive trade campaign to sell radio and tv to advertisers and agencies. The need for stepped-up pressure behind spot radio has been the subject of several recent SRA meetings, and spot radio will undoubtedly be a major concern of the Peters' administration.

Peters, who is described by his associates at PGW as "warm, sincere, loyal and a stickler for perfection!" was one of the founders of SRA. He is married to Virginia Church Peters, daughter of Arthur Church, radio pioneer of KMBC, Kansas City, Mo.

**VIGOROUS
EXPANDING**

ERIE



Get more business in this key port
on the great St. Lawrence Seaway through

WICU-TV

CHANNEL 12

Affiliated with NBC & ABC Networks

One of America's top markets, Erie stands well above average in effective buying income. Above average also in food, drug and automotive sales. One medium sells the Greater Erie market completely — WICU-TV, marking its tenth anniversary of service to 380,400 television homes.

A tremendous industrial center — with 348 plants producing over \$500,000,000 in manufactured products annually — Erie leads in growth-rate among Pennsylvania's big cities. And that growth will be accelerated by the St. Lawrence Seaway. Find out how WICU-TV is helping major advertisers get more business in this expanding market. Your Blair man has the facts. Ask him.

*Effective January 1, 1959
WICU-TV announces
the appointment of*

BLAIR TELEVISION ASSOCIATES
as national representatives

NEW YORK • CHICAGO • BOSTON • DETROIT • JACKSONVILLE
ST. LOUIS • DALLAS • LOS ANGELES • SAN FRANCISCO • SEATTLE

Commercial commentary

Flesh, blood, and a corporate image

Madison Avenue, in its infinite wisdom, comes up with some of the damndest catchwords.

The Advertising Catchword of 1958 was easily the over-worked word "image." And I submit that "image" is a very lousy word.

Lousy because it seems so superficial, external, spurious, like a reflection instead of reality. And because, as used by certain glib, brash, free-wheeling young admen it smacks of dishonesty and charlatanism.

To hear them talk you'd think that an "image" was a kind of crafty cosmetic, to be pasted down on the face or a brand, or a product, or a corporation like lipstick, mascara, or false eyelashes.

This, of course, is nonsense. No image is worth a hoot unless it is truly an "outward and visible sign of an inward and spiritual grace." But the word has been so confused and abused that maybe it will pay us to take a quick look at a few forgotten pages of advertising history, to see what it really means, and how it originated.



Two old theories of advertising

First of all, this preoccupation with "images" is comparatively new in the ad business. It dates back less than 20 years.

During the depression-ridden '30s, most of us in the creative end of advertising were bedevilled by two quite different concepts.

The first was the Readership (or Listenership) theory, advocated by the more florid admirers of Drs. Starch and Gallup. The second, which reached its finest flowering in the rise and success of the Ted Bates agency, was the Central Sales Point concept.

The Readership-Listenership boys (Y&R was rife with them in those days) held that the first, in fact almost the only, job of advertising was to get itself seen and heard. Pursuing this idea, they devoted nearly all their creative energies to devising tricks of presentation and illustration which would insure high noting, readership and listening for their copy.

Opposing them were the logical thinkers of the Central Sales Point school. Those flinty philosophers argued that the first job of advertising was to sell, and that to sell you needed certain rules.

Chief of these rules was that you had to have one clear, compelling sales argument, or Central Sales Point in each piece of copy.

Different agencies called this Central Sales Point by different names. Bates' USP (Unique Selling Proposition) was probably the best known. But most big agencies had their own variations.

Now actually both the Readership-Listenership theory and the Central Sales Point concept represented considerable advances over many previous advertising practices. And both demonstrated that they could sell against sloppy, confused competition.

But along about 1940 a mysterious thing began to happen. There arose, in any quarters, a kind of ground swell of opposition to both

1.2
BILLION
AINT
PEANUTS
...IT'S
C.S.*
IN

The nation's top city for
greatest gain in business,
and the area served by its
two television stations.

JACKSON,
MISSISSIPPI

* Consumer Spendable Income

WLBT
channel 3
see **HOLLINGBERY**

WJTV
channel 12
see **KATZ**

“Imagin’

me goin’ ta collidge!” WJAR-TV made nationwide headlines recently when it initiated a live TV course on the history and philosophy of communism. Full academic credit was given by Providence College and enthusiastic letters poured in. Daring, imaginative, unorthodox local programming like this is the biggest single reason why WJAR-TV consistently walks off with the lion’s share of the audience in the PROVIDENCE MARKET.



WJAR-TV CHANNEL 10

Cock-of-the-walk in the PROVIDENCE MARKET

NBC • ABC • Represented by Edward Petry & Co., Inc.





because it stands to reason that all listeners do not prefer the same thing.

Therefore, in order to best serve "most of the people most of the time," KOA-Radio offers variety to every phase of broadcasting.

There's great variety in entertainment as KOA combines the best of network shows with popular local programs. Variety in style and presentation distinguishes KOA's news coverage and public service programming. The appeal of talented variety in personalities is evidenced by KOA's loyal, responsive audiences.

Variety in programming can help you sell more effectively, too. On KOA-Radio, your sales message is unmistakably yours... individualized and delivered to create immediate sales action!



Represented nationally by
**Henry I.
Christal Co., Inc.**



theories. It was as if advertisers all over the country began saying to their agencies, "There are more things in heaven and earth than are dreamt of in your copy formulas, Horatio."

A new third dimension

I first heard these rumblings in 1942 when I was at Compton. P&G suddenly began complaining that the ads we were doing for Ivory Soap did not have what they called "The Ivory Personality."

Their complaints brought outraged howls from various agency personnel. "Those dumb little jerks in Cincinnati don't know good advertising when they see it," growled an apoplectic account man.

"What do they mean by personality?" squeaked a print copywriter, "We're giving them the same high readership that Cannon Mills are getting." But older, wiser agency heads (you need them with P&G business) decided that we'd better try to understand the client. And from our work on the Ivory Personality we found a new "third dimension" of advertising.

This "third dimension" goes beyond mere sales arguments, though these are important. And it is not the same as the tricks of advertising craftsmanship which attract attention and build interest.

The third dimension is the essential nature of the product (or corporation) itself. Personality doesn't describe it very well. The old-fashioned word "character" is much better. And this character is a combination of what the brand or company is, and how its chief executives think about it.

P&G, for instance, has or had certain definite ideas and attitudes about Ivory Soap. These attitudes were reflected in the way the product was made, packaged, priced, merchandised, and sold. They were quite different than its feeling about Duz or Tide. And though unwritten and almost never voiced, they were always present, consciously or subconsciously, in the minds of P&G executives.

Our studies of the "Ivory Personality" showed that every time an Ivory ad (print or air) violated this character by word, layout, picture, color, type, voice, logo, design, or feeling, it made P&G uneasy, though they could seldom explain why. Similarly, any ad which truly reflected the essential character of Ivory Soap received an almost automatic O.K.

What has all this to do with "images?" Well, the interest in brand or corporate personalities gave rise to the modern image concept.

Not all advertisers or agencies were equally fascinated. Bates, for example, has clung sturdily to its USP, and has pretty much disregarded personalities. But, during the past 10 years, particularly, such agencies as Ogilvy, Benson & Mather have given great currency to the image idea.

Image itself is a research word. When you try to measure the impact of brand or corporate personalities on consumers, you come up with the idea of an image. That's one reason for its weakness.

For the true character of a company or product is not what it seems, but what it is. And advertising's responsibility is to discover, define and project this essential "is-ness"—not to create illusions.

The job itself is difficult. It takes real thought and insight and great creative skill.

But it is easily the most stimulating part of advertising or public relations. For, when it is well done, it is more than a gaudy reflection. It is both a banner and a challenge for the company itself. ▀



Two ways to get them up to their ears in commercials

Some commercials build up resistance . . . others build up sales.

The differences—all the way from failure to middling success to real success—are evidence of the creative selling ability of your advertising agency.

Young & Rubicam, Inc.
Advertising

New York • Chicago • Detroit • San Francisco • Los Angeles • Hollywood • Montreal • Toronto • London • Mexico City • Frankfurt • Zurich • Caracas

Thank You
FOR YOUR WIRES AND CALLS . . .

THE BATTLE
FOR LAW
AND ORDER
IN "THE TOWN
TOO TOUGH
TO DIE"

WATCH
FOR
IMPORTANT
NEWS
SOON!



...and the ...
—BILLBOARD

...and the ...
San Francisco CALL BULLETIN
...and the ...
—BILLBOARD

starring

Pat Conway
AS SHERIFF CLAY HOLLISTER

Richard Eastham
AS EDITOR HARRIS CLAIBOURNE



TOMBSTONE TERRITORY

ON ABC FOR ONE YEAR!

- **BEAT** Dinah Shore Chevy Show . . . 7 times in 8 surveys!
- **BEAT** I Love Lucy 13 times in 13 surveys!
- **BEAT** The Californians 12 times in 13 surveys!
- **BEAT** Pat Boone 11 times in 13 surveys!
- **BEAT** Bob Cummings 11 times in 13 surveys!
- **BEAT** U. S. Steel Hour 11 times in 13 surveys!
- **BEAT** Person to Person 10 times in 13 surveys!
- and always **BEAT** Suspicion, George Gobel, Colt .45, Welk's Top Tunes, Eddie Fisher, Your Hit Parade, etc.

OUTSTANDING RATINGS IN MARKETS LARGE AND SMALL

Detroit	San Diego	Baltimore
20.7	22.3	26.3

APRIL 1967-1968	APRIL 1967-1968	APRIL 1967-1968
-----------------	-----------------	-----------------

Cincinnati	Lubbock	Portland, Ore.
30.5	34.0	31.0

APRIL 1967-1968	APRIL 1967-1968	APRIL 1967-1968
-----------------	-----------------	-----------------

Seattle-Tacoma	San Antonio	Los Angeles
37.8	27.9	25.4

APRIL 1967-1968	APRIL 1967-1968	APRIL 1967-1968
-----------------	-----------------	-----------------

Nelked Oct. 17 thru Apr. 58

multi-city buying is in fashion, too

Norfolk jackets are the last word in menswear fashion, but buying WGAL-TV's low-cost multi-city coverage is an established custom. This pioneer station is first with viewers in Lancaster, Harrisburg, York, and numerous other cities including: Reading, Gettysburg, Hanover, Lebanon, Chambersburg, Lewistown, Carlisle, Shamokin, Waynesboro.



STEINMAN STATION
Clair McCollough, Pres.



316,000 WATTS

WGAL-TV

CHANNEL 8 • Lancaster, Pa. • NBC and CBS

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

America's 10th TV Market • 942,661 TV households • \$3¾ billion annual retail sales • \$6¾ billion annual income

Lancaster • Harrisburg • York • Reading • Gettysburg • Hanover • Lebanon • Chambersburg • Waynesboro • Lewistown • Sunbury
Carlisle • Pottsville • Shamokin • Lewisburg • Hazleton • Mt. Carmel • Bloomsburg • Hagerstown • Frederick • Westminster

SPONSOR-SCOPE

3 JANUARY 1959

Copyright 1959

SPONSOR
PUBLICATIONS INC.

Madison Avenue's managerial and planning outlook—in contrast to a year ago—is very rosy indeed.

With practically all factors in the economy on the hotsy-totsy side, the flow of advertising dollars is expected to produce a record year.

However, the trend toward the reevaluation of media, requiring changing accommodations by the seller, will be sharper and more diverse than they were even in 1958.

Here are the more significant anticipations for the new year emerging from SPONSOR-SCOPE's annual prospect-polling along the Avenue:

- It will be a bigger year than ever for tv specials. Advertisers have learned to use them as effective spearheads for their campaigns and special promotions—the way they once used the Sunday supplements and magazines. In other words, tv definitely has smashed what had been a monopoly for print.

- The trend in network tv toward flexibility will continue to grow, with the opportunity-buy becoming a fixed feature of the medium.

- Regardless of how ABC TV fares with its home count, daytime tv—because of its cost efficiency—will take on more and more “meat-and-potatoes” attractiveness.

- The tv networks will continue to change the ground rules on ways of buying, product protection, and discounts—adding to the headaches of competitive media.

- Spot tv will strengthen its competitive position by further easements in its ratecard structure, creating cost-per weapons that will keep it smartly competitive with the networks.

- Favoring spot as a whole will be the continuing tendency among many national advertisers to center their fire on problem and opportunity markets.

- There'll be more and more research concentration on the qualitative import of tv commercials. (See page 15, 20 December 1958 SPONSOR-SCOPE for likely directions.)

- National spot radio may find itself fighting off a price squeeze because of tougher competition with other media. The escape hatch: a realistic appraisal of its role as an entertainment-service medium; its values, place and uses in the advertiser's marketing mix; and its unique effectiveness as a promotion and merchandising prop.

- Availability of tv properties that can contend with the westerns will be the No. 1 headache for network sponsors. Personalities who can head up a weekly show and deliver topnotch audiences will be at a greater premium than ever.

- This will be the year when agencies will pluck up their courage to charge fees for marketing services now that the ANA crusade to build a compensation and services framework has bogged. More agencies—a la McCann-Erickson—will spin off their marketing departments into autonomous units.

Despite the limited holidays activities, renewals on national spot tv kept coming in this week at an encouraging pace.

Lever took the week's lead with renewals for Dove, Pepsodent, and other brands. Meantime there also was action from American Tobacco and Philip Morris.

The Morris arrangement via Burnett was on a corporate level, involving all the brands but Parliament, which B&B is handling itself.

Radio renewals included:

- Pall Mall (SSCB) and Sinclair, on a pro tem basis.

P.S.: Lydia Pinkham (Cohen & Aleshire) is going on a 22-week schedule.

Ford will be breaking loose in early February with a spurt of tv buying via JWT.

It will pick up a batch of network shows for eight to 13 weeks—one or two of them high-raters out on loan.

Lots of tv spot also is in the offing.

Something that the 4 October SPONSOR-SCOPE (page 17) predicted would be the next big turn among agencies loaded with tv and radio materialized at Y&R this week.

The move at Y&R in its various parts:

1) Pete Levathes, who had been director of media relations, will function both as head of tv/radio buying and director of the radio/tv programing department, with William Mountain moving out of the latter post to become director of new business.

2) Y&R media buying is reverting to the system that prevailed in the early '50s, with air media separate from other media. A director is to be appointed for print and outdoor. The guess is that it will be Henry Sparks.

Why some of the more astute analysts among top agency management have been predicting the course that Y&R has taken:

(a) Because of the complexity of air media, the air media specialist must divorce himself from the print perspective, with which he actually has little in common.

(b) As the stakes in tv get bigger, the tv media experts—being essentially a businessman—must be placed in strategic control of the flow of the dollar not only into media but into programing which has ceased to be an agency creative function.

Watch for the tobacco giants to make their next product move in the direction of tobacco-wrapped cigarettes as a result of the quick success of Trend.

This cigarette, wrapped in homogenized tobacco, has a price edge on its paper-wrapped brotherhood by virtue of the fact it's taxed as a cigar and not as a cigarette.

It's been getting the switch-smokers' business—i.e., those that use both cigars and cigarettes.

American Tobacco is reported already at work on a competitive brand.

Marketingmen in the hard goods field look to 1959 as the year when the discount houses will be accepted, though reluctantly, by the giant manufacturers as respectable members of the retailing world.

They feel this could affect advertising from two directions.

1) The outbreak of an intensive squeeze on prices.

2) A price war of sustained dimensions between department stores and discount houses.

One major reason why the giants will toss in the sponge: They can't depend on the new liberal Congress to support any fair trade efforts.

Here are a couple of items to bring you up to date on what happened to radio listening last summer.

ITEM NO. 1: Pulse says out-of-home listening reached a new high during the summer of 1958, adding 28.3% to in-home listening, compared to 25.7% the year before.

ITEM NO. 2: At the request of SPONSOR-SCOPE, Nielsen computed the average hours of radio usage per-home per-day for last July as compared to the following October. The breakdown, which also covers 1956 and 1957, looks like this:

YEAR	OCTOBER	JULY
1958	1 hour; 56 minutes	1 hour; 49 minutes
1957	1 hour; 54 minutes	1 hour; 49 minutes
1956	2 hours; 1 minute	1 hour; 59 minutes

P.S.: Nielsen's Radio Index had nothing on tap re outdoors, but it is working on something special in that area.

SPONSOR-SCOPE *continued*

You can expect the trend toward agency mergers to take on even more momentum during the next 12 months.

Some agency prophets are predicting that within the next 10 years as much as 90% of all agency business will be administered by about 40 firms.

The basic factors that motivate the trend toward mergers:

- The required amount of working capitals keeps getting greater in ratio to billings handled.
- Clients are demanding more and more services; to buttress these with top-grade manpower, the agency needs a lot of income.
- The cost of accounting keeps going up, and it's about as cheap to handle \$40 million as \$20 million.

Among the outstanding mergers of the past four months (see 30 August SPONSOR-SCOPE for mergers since 1 January 1958) were these:

MERGED	NEW NAME	BILLINGS (MILLIONS)
C. L. Miller; Buchanan; L&N	Lennen & Newell	\$83
Gardner; Paris & Peart	Gardner	35
Geyer; Morey, Humm & Warwick	Geyer, Morey, Madden & Ballard	30
Donahue & Coe; Keyes, Madden & Jones	(Working agreement only)	50
J. R. Pershall; Reach, McClinton	Reach, McClinton & Pershall	20
Emil Mogul; Lewin, Williams, Saylor	Mogul, Lewin, Williams & Saylor	18
Atherton & Currier; Kastor, FC&C	Kastor, Hilton, CC & Atherton	18
North; Silverstein & Goldsmith	North	15

The new AFTRA code has been all wrapped up by the union and network negotiators and ratification by AFTRA members is expected by 12 January.

An innovation in the code are the videotape commercial rates. Basic fees: \$93 for first use; \$248 for the first three uses and \$818 for use over the first 13 weeks.

Bekins Van & Storage, one of the West's most consistent year-around users of radio, has decided to up its budget and swing most of its advertising weight to tv.

The buy, via LaRoche, covers the West Coast and reaches as far east as Houston, Dallas, and Kansas City.

The Station Representatives Association via Price & Waterhouse is doing about \$14-million worth of examining on its estimate of national spot radio billings for 1957.

SRA had estimated the figure for that year as \$183,987,000. Data released over the year-end by the FCC put 1957's national spot radio gross at \$169,511,000.

That makes quite a contrast with how things turned out for 1956: The SRA's estimate was just \$400,000 over the FCC figure of \$149.5 million.

(See News Wrap-Up, page 62, for details of the FCC's radio money report for '57.)

The soap giants are winding up 1958 with Lever amassing the most first places in the various categories of the business.

The rankings are as follows:

CATEGORY	BRAND	COMPANY
Package high-suds detergent	Tide	P&G
Package low-suds detergent	all	Lever
Household cleanser	Ajax	Colgate
Toilet soap	Ivory	P&G
Heavy-duty liquid detergent	Wisk	Lever
Light-duty liquid detergent	Lux	Lever
All-purpose liquid detergent	Lestoil	Adell Chemical

SPONSOR-SCOPE *continued*

For the first time the tv networks will have three full-hours bucking one another when CBS TV installs **Rawhide** into the Friday 8-9 p.m. stretch 9 January.

The contending hour programs, each starting at 8, are **Disney Presents** (ABC TV) and **Ellery Queen** (NBC TV).

Pharmaceuticals and Lever will sponsor portions of **Rawhide**.

Incidentally, this raises the total number of network westerns to 25.

It looks as though CBS Radio's daytime schedule will be pretty well buttoned up with business for the first quarter of 1959.

The past week's count of new business included **Sterling Drug**, three units for 13 weeks; **California Packing**, 20 units for seven weeks; **Lever's Surf**, seven units a week for 13 weeks; and **Mutual of Omaha**, 11 Impacts and five news periods a week for eight weeks.

What probably gave New York admen more of a kick than many other holiday presents was the special airmail delivery to their homes of the Sunday edition of **Philadelphia Inquirer on the Christmas weekend** (postage: \$1.40).

The benefactor was the Triangle stations, which had been feeding the same agency people with daily copies of the **Inquirer** during the 19-day New York newspaper strike (the **Inquirer** is in the Triangle family). The nine New York dailies resumed publication Monday (29).

ASCAP has offered radio stations a year's extension of the license which expired 31 December at the same rates.

The All-Industry Committee, which had been negotiating with the Society for a renewal, pulled out of discussions a couple weeks ago when it found that ASCAP was not agreeable to a rate reduction.

As permitted under the Government consent decree, the All-Industry Committee, representing about 600 stations, will apply to the Federal court for the desired decrease.

ASCAP says it will counter with a bid for an increase.

BBDO is one agency that's earnestly pressing the case for radio.

Its 1958 network radio billings were 40% over the 1957 level and the margin of increase for spot radio was not far behind.

However, the media rank and file that carry radio's story to BBDO's topside and to clients think that the medium ought to replenish its reservoir of positive selling with some updated weapons, such as these:

RADIO'S ROLE: For the large advertiser, it can be a supplementary medium which offers at low cost an extension of the tv and print audience and the sort of frequency that spells inimitable reminder impact. For the small advertiser, it adds to his glamour via dealer tie-ins and local promotion and advertising. For both, it's an economic tool for testing new products and copy platforms.

FLEXIBILITY: Show that radio is flexible in the full sense of the word; that spasmodic advertisers are as welcome as they are in newspapers and that there's a place for them in the discount structure.

PROGRAMING: Look for new formats which stress service mixed with entertainment and allow for five-minute items that are built to turn over audiences.

DECORUM: Avoid the "carnival" atmosphere and other short-sighted devices. Stress the quality and values of the station's personality and audience and the distinct entertainment-service role it performs in its community.

For other news coverage in this issue, see Newsmaker of the Week, page 4; News and Idea Wrap-Up, page 60; Washington Week, page 51; SPONSOR Hears, page 52; Tv and Radio Newsmakers, page 66; and Film-Scope, page 49.

SURE

EVERY

TIMEBUYER

READS

SPONSOR . . .



SURE

every time buyer
reads

SPONSOR

SPONSOR

**BUT FOR EVERY TIMEBUYER
THERE ARE TEN OTHER DECISION
MAKERS BEHIND THE SCENES
WHO READ SPONSOR AS WELL**

Rarely indeed does one man alone determine when and where to place radio or TV business. That's why it makes sense to reach every decision maker possible with your message because every voice that helps to finalize a sale should know your story.

It's the chief reason your advertising will do so well in SPONSOR. SPONSOR reaches almost everybody who is anybody in air. All the timebuyers, of course, but more decision makers, too, at every level (in both the agency/advertiser category) than any other broadcast publication.

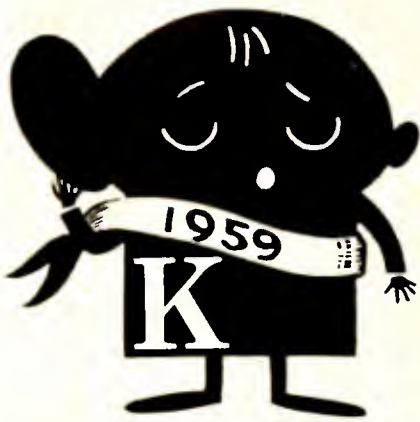
Proof?

Fair enough!

SPONSOR is the only broadcast publication that offers a complete circulation breakdown BY JOB CLASSIFICATIONS—listing the exact number of subscribers (with their names and titles) at every management level. We'll be happy to show it to you at your convenience and prove beyond doubt that SPONSOR reaches more teams that buy time than any other book in the field.

SPONSOR

sells the TEAM that buys the TIME



Though "K" gets a Kick
From assuming this pose,
He feels it's immodest
To wear so few clothes!

Of course, it's false modesty. Nothing can really cover up KHJ Radio's FOREGROUND SOUND. It's been winning agency and client friends for more than 36 years. And the New Year promises to be no exception.

1959 is still a babe in arms, but KHJ Radio, Los Angeles, is an old hand at building cumulative audience through programs beamed at the wide variety of mature, adult tastes that make up America's 2nd market.

KHJ's listener loyalty to both programs and advertisers proves that auld acquaintance is not forgot. (And neither is the loyalty of our auld advertisers at renewal time.)

The naked truth is that KHJ's Foreground Sound is programmed to satisfy the variety of tastes that make up the Greater Los Angeles area.

**KHJ
RADIO**

LOS ANGELES
1313 North Vine Street
Hollywood 28, California
Represented nationally by
H-R Representatives, Inc.



Timebuyers at work

Robert H. Boulware, Bryan Houston, Inc., vice pres. and associate media director, believes that "Anyone who wants to become a good media buyer should have certain qualifications to start with. He should have an understanding of and feeling for figures, not be thrown by statistics. He should have a curiosity about markets from the geographic concept of the word to the sociological. He also needs to know basic marketing information. When he is fully trained, the all-media buyer to whom you say 'Albuquerque' or 'Rochester' will immediately think of those markets not only in terms of mail coverage, but also in terms of the number and kinds of grocery and drug retail outlets in those areas, income, consumer habits. When such information is not at his fingertips, he knows where to get it." Trainees at Houston begin with some basic research assignments to familiarize them with sources. Later they're encouraged to attend as many meetings and presentations as possible. "The education of a good media buyer never ends."



Mort Reiner, Hicks & Greist, Inc., New York, feels that children's tv shows cannot be bought solely on the basis of ratings. "Among the important factors which ratings cannot possibly indicate," Mort says, "are the selling ability of the talent or personality, the age level which the program's format appeals to, and whether the particular show is oversold—i.e. are there so many commercials on the show that the star cannot do a good job even if he wants to? We also place a great deal of emphasis on merchandisability of the personality—how he cooperates with personal appearances at the point of sale and whether he is accepted enthusiastically by the trade. Finally, and most important, how does he pull in a test promotion? Nothing, but nothing, is as good



a yardstick of sales as the concrete evidence of label returns, coupons, contest entries and premium orders." Mort says that many times low-rated programs have out-pulled shows with five times the ratings in terms of product sold. "So analyze your children's shows carefully.



...while the store was closed!

On a Sunday afternoon in Cleveland, (November 30, 1958) Bill Randle started his regular 5 hour Sunday radio show playing the "Christmas Sing-Along with Mitch" album... and asked for telephone orders. His sponsor was the Higbee Company, Cleveland's leading department store. When the show was over, 2,390* albums had been sold, giving the Higbee Music Center its biggest day in 1958—AND THE STORE WASN'T EVEN OPEN. Proving again that in Cleveland

SUCCESS IS ON **WERE**

CLEVELAND

RICHARD M. KLAUS, VICE PRESIDENT AND GENERAL MANAGER / REPRESENTED BY VENARD, RINTOUL & McCONNELL, INC.

Announcing the appointment of



ARTHUR M. SWIFT

Manager of
WTCN RADIO

WTCN Radio and Television Stations
AMERICAN BROADCASTING COMPANY • ABC TELEVISION NETWORK
A SUBSIDIARY OF TIME, INC.

PHIL R. HOFFMAN
VICE-PRESIDENT
GENERAL MANAGER

2925 DEAN BOULEVARD
MINNEAPOLIS 16 MINNESOTA

December 29, 1958

Agency Time Buyers
Everywhere

Arthur M. Swift, long time Sales
Manager of WOOD and WOOD-TV in
Grand Rapids, Michigan will become
Manager of WTCN Radio on January 10.

His appointment to this newly created
position is a major move in the pro-
gress of these Twin Cities properties.

You have worked with Art Swift for
many years at our sister stations in
Grand Rapids. I am sure you will
continue to enjoy working with him as
Manager of WTCN Radio.

MINNEAPOLIS
ST. PAUL

WTCN RADIO

Affiliate American Broadcasting Network • Represented by the Katz Agency

49th a Madiso

Fortune furor

In light of the recent criticism in *Fortune* Magazine, I thought you might be interested in this favorable comment on television in answer to the *Fortune* article contained in the editorial, "What's the Matter with TV?" This was published in the *Topeka State Journal* on Thursday, December 4.

I hope you agree that this is a good endorsement of the tv industry.

Thad M. Sandstrom
gen. mgr., *WIBW, WIBW-TV*
Topeka, Kans.

"It's not likely any viewer has tossed his receiver into the ashcan because of *Fortune* magazine's latest criticism of the television industry and its programing. . . .

"If any barometer records the state of health of television, controversies in which it is continually embroiled are as good as any. They indicate a wide, intense interest in what the medium is doing or will do. . . .

"Allegations brought by *Fortune* and other critics may be well founded. On the other hand, defenses entered by television's officials must be heard, too. Both are a part of restless change which is magnified in an enterprise such as television whose success depends on public attention. . . .

"For the thoughtful viewer, television's ability to meet heavy demands of its daily schedules inspires continual amazement. In accomplishing this seven-day-a-week task extending late into the night, its scope must of necessity be panoramic. It offers something for everyone, from the children's shows to the fight-night programs to afternoons with the philharmonic to pageants and athletic spectacles.

"Considered broadly, television is in transition, comparable in part to the stages which an earlier medium, radio, passed through. Public demand will chart its future which, television officialdom should hope, will be



HERE IS
ONE
MORE
REASON
WHY

WORLD

is so highly regarded by the Boston Community!

NEWS

The news is covered with dignity, speed and accuracy. It is covered completely and thoroughly with emphasis on the **Local Coverage** which is of most interest to

Bostonians

A full staff gathers, edits and presents the

NEWS

We realize that our obligation as a **Radio Broadcaster** involves more than just spinning the records of the day.

WORLD

BOSTON

5000 WATTS - INDEPENDENT
Represented nationally by
HEADLEY-REED CO.

wracked by controversies as stormy and interesting as the present one."

• SPONSOR certainly does agree, and is happy to reprint these excerpts from the *Topeka State Journal's* editorial.

"Must" reading

The excellent article, "Radio Wallops Newspapers in New Grocery Shopping Study" (SPONSOR, 12/20), is required reading for all WTRL salesmen, and it should be on the "must read" list of every groceryman and supermarket manager in the nation.

Dick Doty
pres., WTRL
Bradenton, Fla.

I was very impressed by your December 20 article entitled "Radio Wallops Newspapers in New Grocery Shopping Study."

I feel certain this article can be applied to other retail stores as well as to groceries, and would like my salesmen to carry copies of your article with them.

I would therefore like to request from 6 to a dozen copies.

Harold O. Parry
v.p. and local sales mgr.
WSAI, Cincinnati

In the December 20th issue of SPONSOR magazine a terrific article appeared. Starting on page 26 the article was entitled "Radio Wallops Newspapers in New Grocery Shopping Study." We would like to obtain 50 additional copies of this article if possible.

Elzer Marx, gen. mgr.
Vermilion Broadcasting Corp.
Danville, Illinois

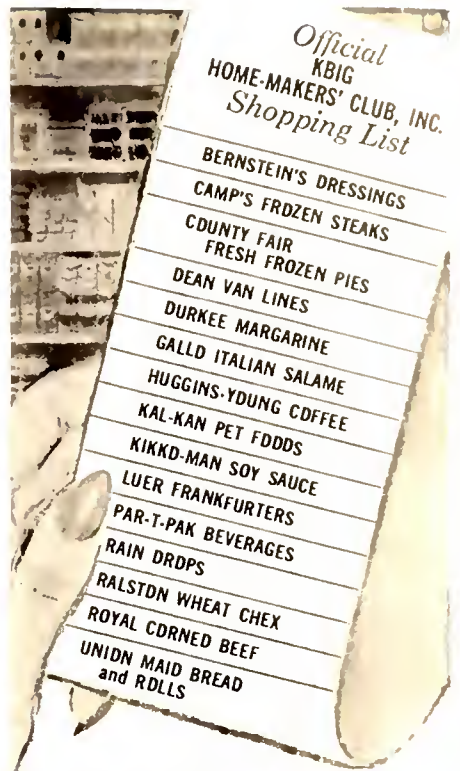
Radio ammunition

Will you please send, at your earliest convenience, reprints of:

- (1) Branden loves radio's Sunday evening punch from your November 29th issue.
- (2) Kroger builds 3-way radio formula from your November 22nd issue.

Incidentally, both articles are loaded with a tremendous amount of ammunition for selling not only the accounts they describe, but also almost ANY account on radio as an advertising medium. It is most refreshing to see these RADIO success stories from time to time instead of all the articles going into TV stories.

Ted Hepburn
acct. supr.
WHGB, Harrisburg



How to get your product on the BIGGEST SHOPPING LIST in Southern California

Your product or service automatically goes on 100,000 official shopping lists... just as soon as your radio spots go on KBIG's HOME-MAKERS' CLUB, INC. package. As a participating sponsor, your labels are worth money to over 500 active women's clubs in Southern California. Guaranteed also are product demonstrations at a minimum average of 5 club lunches or dinners a week; access to consumer panel testing; low-cost sampling and couponing; regular product bulletins to member clubs; and monthly listings in *Everywoman's Family Circle*.

You can buy this proven merchandising plan (together with the effective selling power of KBIG) for package rates as low as \$155 weekly. Ask your KBIG or WEED representative... or write for special brochure.

Buy Radio Catalina for all Southern California

710 kc/10,000 watts
KBIG

JOHN POOLE BROADCASTING CO., INC.

6540 Sunset Blvd.
Los Angeles 28, Calif.
Hollywood 3-3205

NATIONAL REPRESENTATIVES: WEED & CO.

© 1948 JOHN POOLE BROADCASTING CO., INC.



SOLID

NO. 1 Morning
Afternoon
Evening

KOIL
OMAHA

HOOPER

Oct.-Nov. '58
8 AM - 6 PM

36.2
share

TRENDEX

8 AM - 6 PM

40.8
share

PULSE

Sept. '58

KOIL leads in 458 out of 504 quarter-hours with a flat 30 rating morning and afternoon.

Check the
RATING
of your choice

KOIL is Your
"MUST BUY" station
in
OMAHA

SOLID

NO. 1 ALL DAY

KMYR
DENVER

HOOPER

July - Aug. '58

PULSE

17 County Area July '58

NO. 1 ALL DAY

More quarter-hour
firsts than any
other Denver
station.

COVERAGE
where it counts

KMYR

A VITAL FORCE
in selling

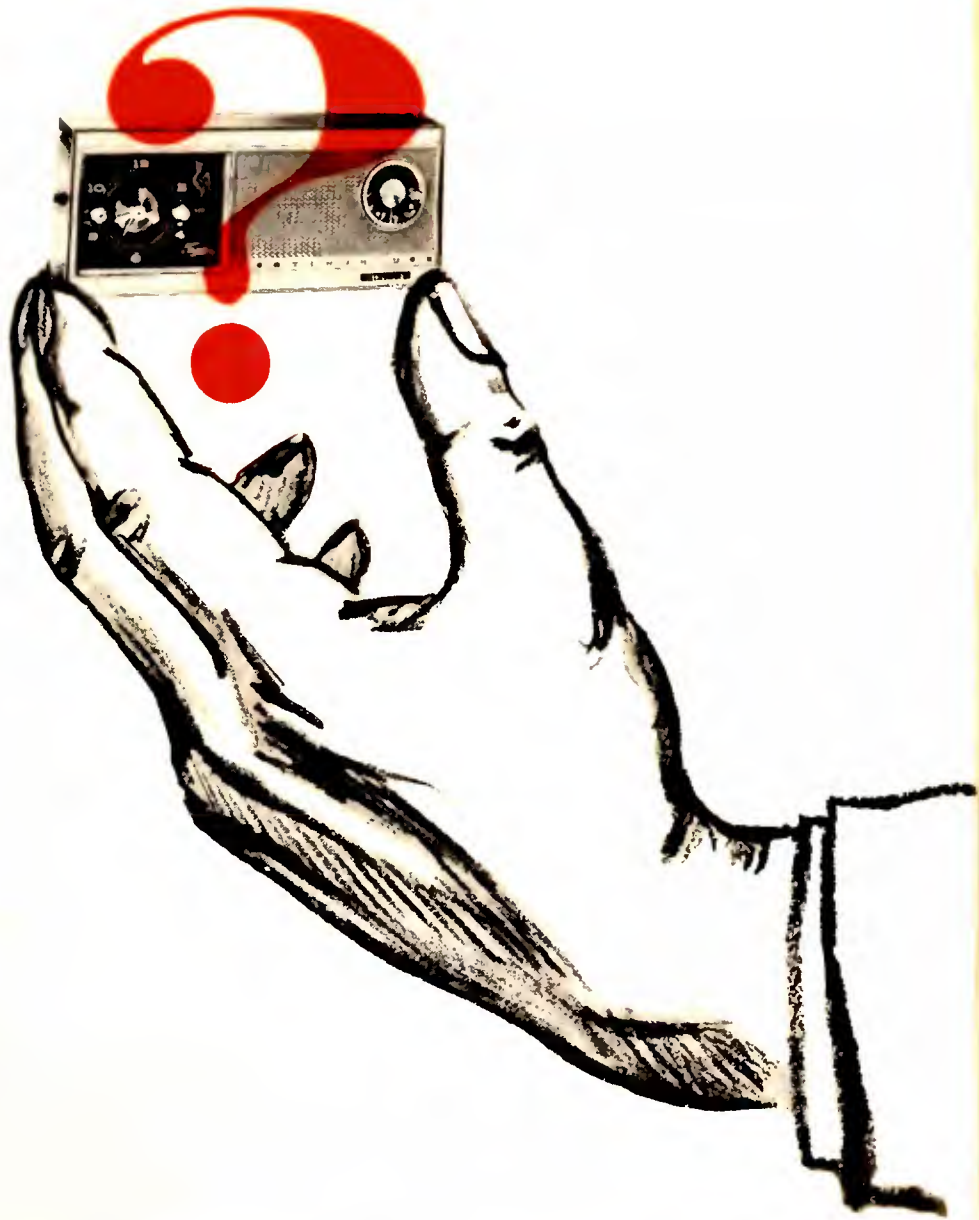
Today's **DENVER**

IF RESULTS ARE A MUST, SO ARE . . .

the Star stations

DON W. BURDEN — President

- ★ **KOIL — Omaha**
NATIONAL REPRESENTATIVE
AVERY-KNODEL
- ★ **KMYR — Denver**
REPRESENTED NATIONALLY BY
ADAM YOUNG, INC



Dr. Dichter psychoanalyzes radio

- ▼ Houston station finds its image and a blueprint for future in first all-out motivational research study
- ▼ Here is a new measurement for radio that goes behind the numbers to find out audience demands

In the years since radio began its comeback march, the criticism has often been leveled that it was trying too hard for numbers that could never again be attained while neglecting the qualitative measurements and studies that might make it more valuable to advertisers.

In the face of this, all over the country, stations have begun applying the qualitative yardstick to their pro-

gramming and their station personalities.

A new and healthy concern has crept into station management—How do our listening friends really see us? What will make us more liked?

This week, in Houston, Texas, radio got up off the psychoanalyst's couch with a clear-cut profile of its present audience image and a blueprint for the future.

The patient was Houston station KPRC. The analyst was The Institute for Motivational Research, the world-wide organization headed by the man who has come to be known as "Mr. Motivations"—Dr. Ernest Dichter. For the first time, the Institute, which has conducted probes of countless products from prunes to passenger cars, took on a full-dress study of an individual station and its radio market.

Jack Harris, vice president and general manager of KPRC, ordered the study. "We wanted to see what radio could be and should be. Now that the MR report is in, we hope that other markets will have the same kind of jobs done for them."

Behind this hope is the idea that if

ANSWERS TO PICTURE TEST

(Sample picture quiz at right)

Dialogue for each picture	Radio Station	%*
"I'll call my boy friend now."	KPRC	19
"While the commercial is on, I'll get some beer."	Indie A	16
	Indie B	23
"Now's the time to do the dishes!"	Net X	14
	Other	30
"If only they didn't have commercials."	KPRC	16
	Indie A	17
	Indie B	36**
	Net X	11
"How true!"	Other	14
"You know, their commercials are often helpful."	KPRC	34**
	Indie A	17
	Indie B	20
	Net X	17
"And that's a fact."	Other	16
"Another commercial! Try and get something interesting."	KPRC	12
	Indie A	30**
	Indie B	27**
	Net X	6
	Other	23

*Multiple answers—will not add to 100%
 **Significant trend



Which station is most likely to be playing this commercial?

radio in a number of major markets takes to the couch it may reveal some things about itself that will make it a still more valuable tool to the national advertiser.

Much of what KPRC learned about itself and the Houston area audience is, of course, classified information—especially the specific recommendations from the Institute on how the station may reshape its personality. But within the more than 80-page confidential report prepared by Dr. Tibor Koeves, vice president of the Institute for Motivational Research, are many significant findings that apply to all radio.

Among the more significant is the revelation that the public seems to be dreaming of a new type of radio station. "Unconsciously people want a combination of the virtues of the network and of the local stations," says the report. "They wish to be guided by the authority, responsibility and the vast resources of the network stations, but they also wish to be entertained, stimulated and exhilarated by the more informal, perhaps less pro-

fessional, but warmer, more intimate approaches and programming of the smaller local stations."

The implication has often been made that in multi-station markets, radio is becoming stratified—that one outlet becomes the pop music strata, another the news and sports station, and so on. SPONSOR asked Dr. Koeves whether his Houston study supported this theory and whether this was the future for radio.

"Neither radio's present nor future indicates stratification," he said. "Our depth studies tend to show that the capabilities of radio, as opposed to other media, have become crystallized. In general, radio cannot compete very successfully on the entertainment level. But it does show a greater and greater appeal on the service level. It is effective in providing an understanding of world events and community events. It is effective as a problem-solver, especially for housewives and teen-agers. It is extremely effective in providing companionship in fact, excelled at it.

"It is this combination of emotion-

al refreshment and service which will be characteristic of the successful radio operation."

Since no human being acts unless motivated by a drive or need, the five-month study for KPRC turned up these 10 basic constellations of needs which influence or determine the listener's reaction to particular radio programs and stations:

- (1) Need for orientation or focusing in a dynamically changing world.
- (2) Need to escape from every-day worries and cares.
- (3) Need for emotional identification with others; to escape loneliness.
- (4) Need for individualism.
- (5) Need to express aggression.
- (6) Need to feel moral.
- (7) Need for a heightened sense of life.
- (8) Need for relaxation and day-dreaming.
- (9) Need for coping with personal problems.
- (10) Need for coping with intellectual and spiritual problems.

How these basic psychological needs influence radio listening is easily demonstrated. The need for emotional identification with others (3) is another way of saying "a need to get over that lonely, isolated feeling." To satisfy this need is why people turn to radio as a companion. On the other hand, the need to express aggression (5) is more often filled by tuning in a tv Western than by listening to radio.

These findings are a key to understanding comparative effectiveness of competitive radio stations inasmuch as listeners in every interview and test tended to praise or criticize a program on whether it filled or failed to fill one or more of these basic needs.

For example, here is a quote from one Houston listener who unconsciously said that radio filled her basic need for orientation and focusing: "As a housewife my horizons could, and sometimes do, become limited. Radio helps to keep me informed about material that my husband gets in his business contacts. A number of stations give me this kind of program but I guess KPRC most of all."

That Houstonians are not the least bit fuzzy about the image presented

by KPRC was constantly evident throughout the study. Emerging from the depth interviews and progressive tests (often lasting two hours or even longer) came such interesting and psychologically significant data as the spontaneous association of KPRC with such personalities as Gen. Douglas McArthur, Margaret Truman or Oveta Culp Hobby. In a "product association" test, the station was most often associated with very expensive homes, mink coats, Ford Thunderbirds; much less associated with prefab homes, mouton coats or baldness remedies.

From the analysis, KPRC comes through in its market as rich, well-educated, expert and reliable. It is relied on for news and its commercials are credible. (See charts.) But in this motivational study the station was not looking for bouquets; it wanted to know both strengths and weaknesses. On the negative side, it learned that it was somewhat lacking in both warmth and excitement. "KPRC," said one listener, "reminds me of an old teacher with no sense of humor." Now that the station knows both its advantages and its shortcomings, it has the blueprint for balancing its trustworthiness (in

credibility, its commercials lead the nearest competing station by nearly 30% in believability) with the warmth which has become an integral part of local radio.

Now that a station has submitted to this searching analysis, many will find it interesting to watch how it proceeds to develop some strong new personality traits without destroying the strong, respectable image it enjoys currently. How KPRC uses its motivational research study may well be a key to strengthening local radio as a national medium.

Because this Dr. Dichter study of the Houston audience has not diminished the value of radio at all; it has simply exposed the fact that in many cases radio has abdicated positions of strength where no abdication was called for. This was probably best summed up in the remark of a Houston housewife and mother who said, "It is rather sad that radio programs are no longer the interesting and entertaining kind that they were. Their potentialities are so great. They could stimulate the imagination constructively as they have in the past. Now they are floundering and letting the tv stations kill all initiative and

(Please turn to page 57)

COMMENTS ON STATIONS

REACTIONS ELICITED BY DEPTH INTERVIEWS	KPRC %*	Indie A %*	Indie B %*	Indie C %*	Net X %*
I have the station on most of the day, but only listen with half an ear.	17	40	34	31	16
I turn that station on when I want to find out what's new, what's happening.	51	18	20	12	27
I just turn it on for music.	16	43	33	30	20
They have programs that make you think.	66	4	9	13	33
A lot of the stuff on the station is just over my head.	45	14	6	14	35
They're mostly teen-agers who listen to that station.	3	80	36	20	4
You can generally believe them and trust what you've heard.	78	8	20	13	39

*Multiple answers—will not add to 100%



Wall Street goes wild over radio

▶ Newspaper strike provides an eye-opening advertising experience for ultra conservative investment firms

▶ Emergency schedules of spot radio announcements keep personnel working late at night to answer phones

The ordered ways of Wall Street were sharply jolted last month when investment firms used spot radio to reach customers shut off from daily stock reports by the New York newspaper strike. Jokes about "banker's hours" got a new twist as lights burned late in offices where sales personnel battled to keep up with the calls that swamped switchboards as soon as the new announcements went

on the air. Tension mounted nightly.

Personal encounter with the power and impact of the media caused quick shifts in many long-held opinions about its use by the financial world. Post-strike promotions are likely to be changed as a result. And some surprises may be in store for the experts because these allegedly slow-moving financial advertisers proved to be remarkably quick on their feet

Way past closing time—but few people had a chance to go home when Eastman Dillon went on the air as an emergency measure during New York newspaper strike last week

in the 19-day news emergency.

Here is the experience of one house who ventured on the air for the first time during the strike. The firm: Eastman Dillon, Union Securities & Co., investment bankers and members of the New York Stock Exchange.

John Ellis, partner in charge of the New York sales department, made the decision to use radio at 11 a.m. on 18 December. His call to his advertising agency, Doremus & Co., stressed the need for quick action.

Commercials were written and approved by 2 p.m. the same day, cleared by the New York Stock Exchange and in the hands of the stations by 3 p.m. The announcements were simple and dignified. Just a statement that, as a public service, the firm would keep qualified representatives at their desks that night to answer questions about the day's stock market activities. An invitation was given to phone for up-to-the-minute information about any specific stock or bond.

The first day's schedule (added to as the promotion continued): a one-minute spot on WCBS, a five-minute news program on WABC, and five 20-minute spots on WPAT, Patterson, N. J. The first announcement was heard at 5 p.m. and immediately thereafter the board "lit up like the Christmas trees in the office," according to the startled, Mr. Ellis.

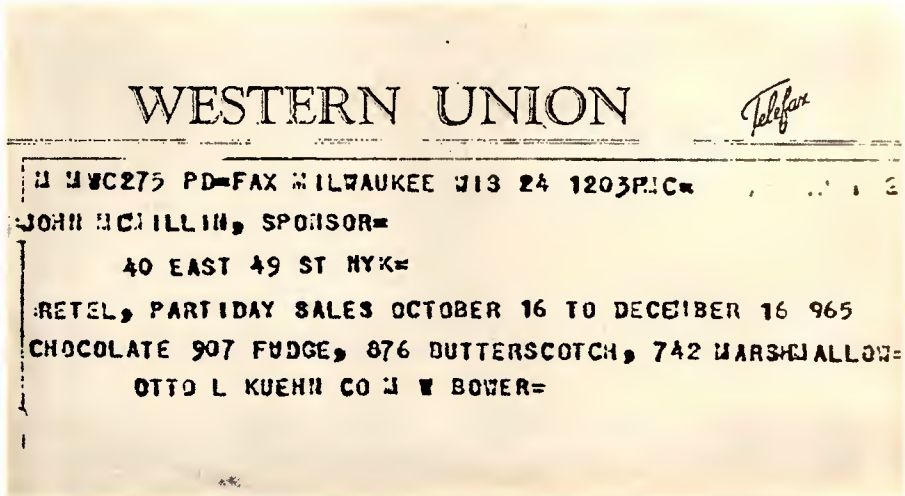
As the calls continued to pour in, more volunteers were hurriedly asked to stem the tide. About 40 people stayed the first night. Over 700 calls were received and about 450 callers asked to be called back the next day. The next morning, the night's news spread through the office—and there was no difficulty in getting an even larger staff for evening—everybody wanted to stay and mine the gold in "them there hills."

The following Monday, the addition of two one-minute spots during early evening news programs on WOR, New York produced a new avalanche of calls. The board could not be closed until hours after the announced closing time.

Commenting on his experience, Mr. Ellis says that this spot radio pro-



FLAVORS MAKE TEST NEWS



The test in a nutshell

Product: Parti-Day Toppings
Market: 80 mile area around Green Bay, Wisconsin
Media: Day tv spots only
Schedule: 10 spots weekly
Length: 26 weeks—from Oct. 15
Commercials: Live, one minute
Budget: \$9,980 complete

This week, Parti-Day Corp. turned to a flavor-by-flavor analysis of its sales results in the Green Bay, Wisconsin test of day tv.

The telegram above, from Marvin W. Bower, merchandise manager for Otto L. Kuehn Co., Milwaukee food broker for Parti-Day, contains a few surprises for executives of Parti-Day and the D'Arcy agency.

As of 15 October, when Parti-Day's schedule of 10 daytime tv minute spots per week started over WBAY-TV, Green Bay, they had predicted

that the two chocolate flavors—fudge and straight chocolate—would run well ahead of the lesser known flavors, butterscotch and marshmallow.

Bower's wire shows that of the 3,490 cases of Parti-Day shipped to wholesalers in the Green Bay area during the first two months of the test, chocolate (965) and fudge (917) accounted for nearly 51% of sales. Noteworthy was the relatively strong showing of butterscotch (876) which nearly equalled the figure for fudge.

Chocolate flavors traditionally predominate in the topping field.

Parti-Day and D'Arcy executives, however, are cautious about accepting a one-market flavor breakdown as indicative of the nation-wide picture. They say that so far their experience with Parti-Day shows clearly that "every market is different."

In New York, for instance, butterscotch is running even stronger than in the Green Bay market, while in New England it is lagging far behind Parti-Day Fudge and Chocolate. ▀

10 TH WEEK
OF A
26-WEEK
TEST



SALES BOX SCORE

16-31	Oct.....	580 cases
1-15	Nov.....	1,450 cases
15-30	Nov.....	370 cases
1-15	Dec.....	1,090 cases

Shipments to wholesalers in Green Bay, Wis. area since start of tv test

gram produced "the fastest results we have ever had from advertising." On a typical evening during the strike, after hours activity at Eastman Dillon started soon after 5 p.m. with the arrival of messengers with copies of every available out-of-town newspaper with financial pages. Others soon followed bringing the last figures from the nearby Stock Exchanges. By 6, when calls usually reached their first peak, everyone was at their posts, and the big office with its three lighted Christmas trees was a bedlam.

Although the firm went into radio purely as a public service during an emergency, the number and quality of the leads that were turned up has given Ellis a strong desire for its continued use after the strike.

Other financial houses who already had regular radio programs used varying tactics during the news emergency. Francis I. du Pont & Co., with a regular five-minute market report at 6:15 p.m. on WQXR, New York, cut their commercial to allow more time for reading market reports, but reported no use of additional time. Paine Webber Jackson & Curtis, whose morning program on the same station is a fixture in financial circles, made no changes except to use a small advertisement in the *Wall Street Journal* to plug the program.

On the other hand, Shearson Hammill & Co. supplemented their regular *Today In Wall Street* on WRCA, by cutting commercial time and took additional time at the end of another program to invite listeners to call any of their five offices for information. They did not offer night service. Calls during the day rose to about three times above normal.

Harris, Upham & Co. also took an additional five minutes, and their 6:55 p.m. offer of financial news by phone kept about 20 men busy on the truck lines—often until 10 p.m.

Bache & Co.'s Henry Gellerman thought the newspaper strike was coming and made early arrangements for two five-minute spots at 12:10 and 4:10 in the afternoon to supplement their regular 7:15 p.m. program on WOR. They arranged to have a staff on hand evenings to handle responses to their offer of information on closings, etc. But, though fore-

(Please turn to page 65)



Woodrow Voss, Site station manager and KMYR Korrespondent phones traffic report

2,000 LOCAL REPORTERS

Denver radio station creates giant news staff using private citizens, gets fast tips on all community doings

Fresh evidence of the imaginative tactics which have made radio America's No. 1 source of local news, comes in this week from music-news station KMYR, Denver.

The Rocky Mountain station has scored a scoop over any previous news coverage ever offered by any newspaper in the area, by naming 2,000 private Denver citizens as special KMYR Korrespondents, and offering weekly \$25 prizes for the best news tips sent in.

The KMYR Korrespondent's corps is only one, but perhaps the most spectacular, of the moves which Don Burden, president of the Star Stations (KMYR, Denver and KOIL, Omaha) has made in an effort to build the "fastest, most accurate news coverage possible in this area."

Six months ago, after reorganizing his news staff, and adding such modern equipment as three mobile cruisers (see SPONSOR's comprehensive story in the 4 October issue on "How radio stations are pepping up news coverage") Burden began an intensive drive for more local reporters.

Using a barrage of announcements, the station solicited all listeners to help report the news from the spot.

Special "KMYR Korrespondents" cards were offered as well as weekly prizes. To date, more than 2,000 Korrespondents have signed up, and more are coming in at the rate of 10 new ones each day. The station's stepped-up news service has attracted many new sponsors and one, Site Oil, has made the idea part of its sales program naming all its station managers KMYR Korrespondents.

Site Oil is in a particularly advantageous position to take full advantage of the promotion, since it has many stations in the area. Each station manager is requested to make special reports on any newsworthy happenings in his locality, in addition to regular daily reports on traffic conditions. These phoned in reports are made an integral part of the 10 daily newscasts sponsored by the company.

KMYR reports that all sorts of news tips—accidents, fires, holdups, murders, suicides—are being phoned in with "amazing immediacy." Recently, one frustrated KMYR Korrespondent who was the fifth to report on the same robbery had this comment: "You guys aren't reporting the news—you're making it."

Drug chain

Pittsburgh chain matches sales increases of discount firms in 7-day campaign with premium stamp ally

The latest straw that's been heaped on the heavy back of drug stores—particularly the large chains—is the discount house. One drug chain that has not been willing to take the price competition lying down is the Sun Drug Co. in Western Pennsylvania.

A couple of weeks ago it decided to fight fire with fire by lining up a bunch of traffic-luring items at attractive discount prices, then blasting them at the communities in and around Pittsburgh. Sound as such strategy appears on paper, the tactics are something else again. Sun Drug felt it needed:

- The right medium for impact.
- An ally.
- A saturation schedule broad enough to cover a flock of items.
- A supply setup that wouldn't catch stores short of advertised goods.

Finding the ally was fairly simple. The 10-year-old Top Value Stamp Co. has been pushing its way into acceptance during the biggest growth years of the discount houses.

Both Sun Drug and Top Value are users of radio. They were agreed that radio would give them the right amount of excitement with flexibility that would permit equal exposure for all items. At the same time, the schedule could be geared to the problems of supply.

KQV sales manager Bob Thompson huddled with Sun Drug's ad manager Harold Perry, buyer and assistant ad manager J. W. Hume along with Top Value's assistant ad manager Wally Davids and assistant zone manager John Holm. The test campaign was set to run the week before Christmas—a time when many pharmaceutical houses curtail ad dollars.

A saturation schedule was set, calling for 72 spots to run from 17 through 23 December, 6:30 a.m. to 6:30 p.m., evenly distributed throughout the day.

This marked Sun's first experience

wars on discount houses with radio

with an item promotion on radio. Top Value, in a sense, would be competing with itself. Its own "redeem your stamps now" schedule was already running on KQV. A half hour protection was required between these and the joint promotional spots.

Item selection took several things into account. First, according to Sun's assistant ad manager Hume, there had to be one high ticket item for three reasons: (1) to get volume from the promotion, (2) to identify Sun with the type of merchandise that you might think first of looking for in a discount house, (3) high ticket items, along with sundries, go best in self-service operations.

Sun Drug, which pioneered self-service drugstores in and around Pittsburgh, now has 20 in its 46-store

chain. Items therefore had to be selected with both self-service and conventional setups in mind.

An *electric blanket* satisfied the high-ticket requirement. Two other items were also picked with an eye to self-service: a *portable radio* and *milk chocolates*. A *snow brush kit* and *men's and women's billfolds* are considered attended-service items because of demonstration involved with the first, handling and comparisons with the latter.

With the items selected, KQV's continuity editor Herb Heiman started writing the spots which had to be recorded and on the air in two days. Recording the spots provided scheduling flexibility and made two-man spots with production gimmicks possible.

Here's how the items were apportioned in the four spots:

- *Electric blanket*. This high-ticket item got its own 60-second commercial, a two-man spot, humorous. A play on "automatic and easy-to-get" tied blanket to premium stamps.

- *Snow brush kit* and *pocket radio*, each requiring some explanation, shared a 60-second, one-man spot, straight sell.

- *Milk chocolates* and *billfolds* were also combined in a two-man spot, humorous, centering on an argument over who got the best value, both agreeing that stamps in the bargain give it to both, ending in board fade as argument resumes over who got the best brand-name item with his premium stamps.

(Please turn to page 57)

Fast sell-outs created re-supply problem: Sun Drug asst. ad mgr. J. W. Hume (l). Top Value Stamps' asst. zone mgr. John Holm pitch in



Food, oil, tobacco provide 50.5%

▼ RAB estimates show that three major industries account for more than half of all radio spot spending

▼ Top advertisers use medium in many ways: for reminder copy, straight sell, in flights, 52-week drives

There is often a tendency to generalize about spot radio's prime purpose.

Some say it is primarily a way to reach a lot of people cheaply; others say it is primarily a reminder medium; still others point to its auto audience as its most effective target; and there is a group who say that it is

best for short advertising bursts.

True, it is all these things but it is a lot more, too. A look at how spot radio's top clients use the medium makes clear that most generalities are meaningless.

• For example: the oil companies, who are heavily represented among the top accounts, obviously go after

auto radio audiences as a means of pinpointing their prime prospects—who are men drivers. Yet the heavy use of spot radio by food companies clearly indicates they are banking on in-home listening by women as a means of putting their selling messages across.

• For example: the big three auto companies, all of whom are in the top 10 among spot radio users, depend heavily on radio just to remind consumers that their new models are on view. On the other hand, the cigarette firms (four of the big six are among the top 25 spot radio users, three are in the top 10) commonly give their complete sales run-down. And, as a matter of fact, the auto companies sometimes present detailed reason-why copy on radio.

• For example: the names of clients who use flights in spot radio are legion (see "Can a 4-week radio flight do the job?" SPONSOR, 20 December 1958), yet Continental Baking, which, RAB estimates, spends \$1.6 million in spot radio, lays out 52-week campaigns in its major markets.

• For example: Sinclair Oil, a heavy spot radio user, employs the six-second announcement with little more than the brand name in it. Northwest Orient Airlines uses spot for both image-building and to give details on terminal points and fares.

The list of spot radio's top clients (a list 51 names long) was released recently by RAB in a precedent-shattering move. (See "Spot radio's 51 leaders in 1958," SPONSOR, 27 December 1958.) Included were estimates of the actual spending by these clients, though not by brands. The estimates were based on activity during nine months of the year as reported by an increasing sample of the medium (40% during the third quarter of 1958). While a substantial number of stations are not included in the RAB sample, and while some of the estimates are rough, RAB did considerable cross-checking to assure itself the dollar figures were close to the truth.

An analysis of the top spenders discloses that the oil industry is repre-

THIRD QUARTER 1958 SPOT RADIO ADVERTISERS—BY CATEGORY

RANK	CATEGORY	% OF TOTAL
1	Food and grocery	18.9
2	Gasoline, lubricants	18.3
3	Tobacco products	13.3
4	Ale, beer, wine	9.0
5	Cleansers	6.8
6	Automotive	6.0
6	Drugs	6.0
8	Toilet requisites	4.6
9	Finance	3.4
10	Agriculture	3.0
11	Transportation, travel	2.0
12	Miscellaneous	1.9
13	Confections, soft drinks	1.6
14	Consumer Services	1.0
15	Household, General7
15	Pet products7
17	Building material6
17	Clothing, apparel, accessories6
17	Publications6
17	Amusements6
21	Watches, jewelry, silverware4

The RAB estimates above are based on the amount of time purchased by clients in these categories. Religious and political sponsorship are not included. Note that top three categories account for 50% of buys

sented by the largest number of firms—nine in all. This group includes National Carbon for Prestone anti-freeze and the Alemite division of Stewart-Warner Corp. The allied auto industry, as mentioned previously, was also well represented, with the top two spenders being General Motors and Ford. The largest single expenditures by GM went for Chevrolet, while the Ford money went primarily for Ford cars, Ford trucks and the new Galaxie.

Food ranked next in importance to oil in the number of clients in the top 51. The importance of food to spot radio is not exactly a surprise considering the basic nature of the product, the large number of firms making and selling food and the fact that the food industry is a major category in all media. Taking into account all spot radio spending, food is the number one category (see chart on opposite page).

A total of seven beer firms are represented among the leaders, but as with food, none are in the top 10. Anheuser-Busch and Carling are well in the lead among the brewers. None of the others are in the top 25 spot radio users.

The top group also includes a half dozen drug firms. The four tobacco firms represented in the leading spot radio companies represent nearly 80% of domestic sales. Also included were three finance companies, three airlines and such names as Lever Bros., Colgate, Revlon and American Home Products. Of the last four names, only Lever (which ranked 10) was among the top 25 spenders. Rounding out the list are Robert Hall, Metropolitan Life and Associated Sepian Products, which markets to Negroes.

The breakdown of total spot radio spending by categories and in terms of percentages for the third quarter of 1958 is the second such quarterly breakdown put out by RAB. While it is not strictly comparable to the figures for the second quarter, a rough comparison shows that the ranking by industries hasn't changed much. As RAB enlarges its sample and improves its estimates, it will discontinue the percentage figure and bring out dollar figures only. ■

LIFE

CHIMES IN

➤ Another Luce publication takes up the familiar print-oriented attack on "sleazy, self-imitative" tv

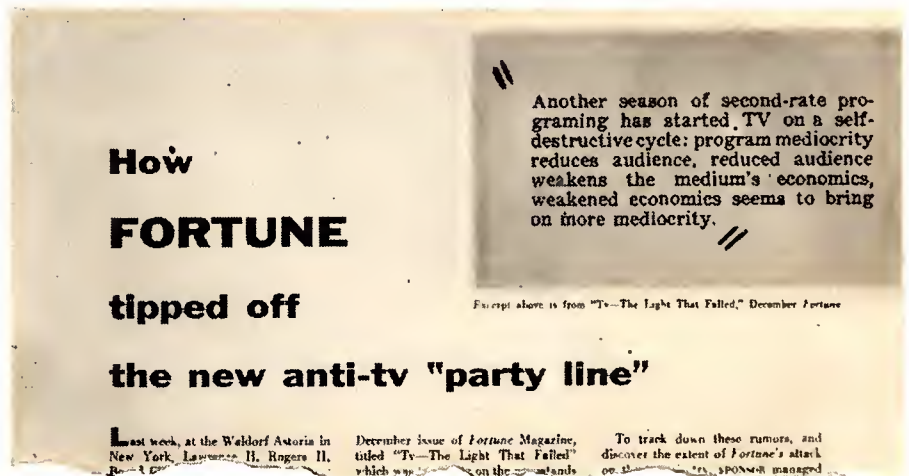
Readers of *Life Magazine's* 22 December "double issue," dealing with U. S. Entertainment were treated to another magazine blast against the tv industry.

Though somewhat more restrained than *Fortune's* "Light that Failed" article reported in SPONSOR on 29 November, *Life's* editorial still hewed closely to the print-inspired "anti-tv party line" which hard-pressed publishers are using in an effort to bol-

"confusion of stars and selling, of public art and public selling," and seems to suggest that tv performers should not be allowed to endorse advertised products.

Other suggestions: that the networks take all program control away from advertisers and a "parallel system of pay-as-you-listen tv with a view to restoring the direct relation between entertainer and audience."

Life's suggestions, according to tv



Excerpt above is from "TV—The Light That Failed," December *Fortune*

Here's how SPONSOR reported the "TV—the Light That Failed" article in Dec. *Fortune*

ster their sagging advertising revenues.

Said *Life*: "So many critics have assailed the sleazy and self-imitative bulk of tv output that we will not discuss it here." But *Life* did not hesitate to take up the now-familiar battle cry against tv's "economic structure."

As SPONSOR has warned, attacks on tv economics are part of the over-all print strategy to discredit the air media. And *Life* rang a few changes on the well-known but not-too-well-documented allegations.

According to *Life*, "tv is becoming a subsidiary, instead of a vehicle of advertising. Both are honorable professions but more so when kept separate." *Life* goes on to weep some mammoth crocodile tears over the

executives with whom SPONSOR has talked, are almost naively self-serving. First, because the actual amount of "program control" exercised by advertisers in 1959 is less than at any time in tv history. The agencies have withdrawn almost entirely from tv production. And few advertisers wield much direct power on program content, except through their undoubted right to buy, or not buy, particular programs.

As to *Life's* notion of "pay-as-you-listen tv," here's a significant comment from a highly placed industry executive. "If pay tv is ever to succeed, it will have to accept advertising. That's the only way it can be financed."

But, meanwhile, the magazine boys dream on. And on. And on. ■

**working
partners**



productive representation . . .

In no field of sales is maturity, experience and a background of performance more essential than in radio and TV station representation. And it was the need for a representative organization made up of men who possess these special qualifications that led to the formation of H-R by a group of mature and experienced working partners. Our steady growth over the years confirms our belief that many discriminating stations prefer this distinctive type of representative service when it is made available to them.



FRANK HEADLEY, President
DWIGHT REED, Vice-President
FRANK PELLEGRIN, Vice-President

" . . . We always send a man to do a man's job "

RADIO

H-R

TELEVISION, INC.
TELEVISION
REPRESENTATIVES, INC.

NEW YORK
CHICAGO
HOLLYWOOD

SAN FRANCISCO
DALLAS
DETROIT

ATLANTA
HOUSTON
NEW ORLEANS



**AN
ANNUAL
SPONSOR
SECTION**

On the following pages SPONSOR presents one of its most popular annual features, the summary of "Tv Results" which have appeared in our magazine during the past 12 months.

These "tv results" are capsule case histories in a wide variety of product and service categories, ranging from appliances to toys.

Most, as you will see, detail the highly successful use of the tv medium by local advertisers. Thumbing through them you are almost certain to find at least a few which are directly related to some phase of your own business.

We realize, of course, that in such limited space we cannot hope to provide all the factual material which SPONSOR ordinarily gives in its full-length case history stories.

What you will find here, however, is a wealth of idea-producing leads and suggestions. If you wish further information, we suggest you write directly to the advertisers and stations involved.

We do not pretend that these are *the* top tv campaigns of the year, though they are certainly good ones. We do believe that this *tv results* section will give you a helpful insight into the wide variety of advertising uses for which the medium is fitted.

APPLIANCES

SPONSOR: Tinsley Tire Company

AGENCY: Direct

Capsule case history: Prior to Tinsley Tire Company's tv campaign its warehouse was packed with used appliances, such as combination refrigerator-freezers, deluxe ranges, washing machines and tv sets. Following a print campaign in which the results were limited, Tinsley turned to tv and bought five one-minute announcements in Class B and C time on WBIR-TV, Knoxville, Tenn. By the end of the first week, Tinsley had sold its entire stock of refrigerators and the remaining items were moving rapidly. One week after the campaign began the company purchased five additional 1-minute announcements in the same time classifications. "It looks as though the warehouse will be just about empty by the time the last spots are run," said Stan Tinsley, owner. As a direct result of the campaign, Tinsley bought a schedule of five weekly announcements to run through the summer. These announcements will probably be extended to the Christmas season, to give the schedule maximum momentum.

WBIR-TV, Knoxville

PURCHASE: Announcements

AUTOMOBILES

SPONSOR: Sutton Oldsmobile

AGENCY: Griswold Advt.

Capsule case history: Sutton Oldsmobile of Sacramento has been sponsoring half of *Western Theatre*, 7:00 to 7:30 p.m., Thursdays, on KBET-TV, Sacramento for the past few months. Sutton displays an Oldsmobile model on-camera during each of their announcements. They have met with conspicuous success since they started their campaign. Not a week has gone by that Sutton's has not had direct results from their tv program. Early in 1958, as evidence of the immediate response to this advertising, the model displayed on the program was sold before Sutton's could remove it from the studio. The following two days brought more than 100 people to Sutton's showrooms from all over the valley. In addition there were several long distance phone calls from cities over 100 miles away such as Reno, Turlock and Tracy. "We think the results of our advertising have been excellent. Tv certainly proved to be a worthwhile investment for us," said L. M. Griswold, KBET-TV's agency president.

KBET-TV, Sacramento

PURCHASE: Half-sponsorship of *Western Theatre*

AUTOMOBILES

SPONSOR: Rosen-Novak

AGENCY: Direct

Capsule case history: Rosen-Novak, Omaha car dealer, has been a charter advertiser on KETV, also of Omaha, since the station signed on the air over a year ago. Rosen has had such outstanding results that he has twice renewed for 13-week periods. The company has been co-sponsor of KETV's highly successful *Movie Masterpiece* (first-run feature films), Thursday beginning at 9:35 p.m. The company uses one of the massive KETV studios to produce its live commercials, with Rosen or one of his sales force, his wife and a KETV announcer delivering the announcement. These commercials have been so successful, Rosen has developed a sizable personal following. A different car is displayed for each message and the results are phenomenal. "It is rare for a car to remain in our showrooms for more than 24 hours after its appearance on KETV," states Ed Rosen, part owner. "Our television advertising is doing exceptionally well and volume is continuing at a high level."

KETV, Omaha

Program

AUTOMOBILES

SPONSOR: McLean Pontiac Corp.

AGENCY: Direct

Capsule case history: McLean Pontiac Corp., of Norfolk, Va., had never used tv before the company purchased a spot schedule of four one-minute announcements in WAVY-TV's (Norfolk), *Early Late Show*. McLean received results within one week after the campaign started. "Of the four automobiles which were displayed during the announcements, two were sold within 48 hours after the announcements were made," said Richard Davis of McLean. "In addition to the direct sales, the telephone calls made to the showroom by people who had viewed the commercial have been most gratifying." McLean's commercials include live showings of new automobiles in a specially lighted area under the facade of WAVY-TV's studio. "Big Jim" Waters, McLean sales manager, handles the announcements, including the introduction of other McLean sales people. After two months of advertising on WAVY-TV, Davis reported that results of the campaign showed a startling 65% increase in new car sales

WAVY-TV, Norfolk

PURCHASE: Announcement

AUTOMOBILES

SPONSOR: Murray Vout

AGENCY: Direct

Capsule case history: Murray Vout, a local auto dealer in Salinas, California had not been using television for quite some time. In 1957 the firm, in business for over 30 years, switched its grant to English Fords and Studebakers and its budget to television. The car dealer purchased full sponsorship of two sports programs on KSBW-TV, Salinas-Monterey, Calif., immediately following *Wednesday Night Fights* on ABC TV and Friday night fights on NBC TV. In the following 12 months Vout registered a 27% gain in business, despite a supposed general recession. With 95% of his advertising budget devoted to tv, Vout decided he could not afford both sports programs and cut his tv budget to one sports program, spreading his budget among other media. One month later Vout returned to KSBW-TV, unhappy with new results. With renewed sponsorship of both programs, he said: "I didn't fully appreciate the impact of tv until I used other media again. Then I realized it was the key to my success."

KSBW-TV, Salinas-Monterey

Programs

AUTOMOBILES

SPONSOR: Patten Edsel Company

AGENCY: Direct

Capsule case history: Patten Edsel Co. never advertised on tv until July, 1958, when William Patten, pres., purchased 20 nighttime spots on WRGP-TV, Chattanooga, Tenn. The announcements were devoted half to his repair service and half to sell new cars. The auto company employed two different spots on repairs; a film emphasized "all make" service, and the other a live announcer with rear screen projection of the shop. The auto sales spots stressed the quality of the cars by displaying three models with a live announcer. Immediate results were obtained. Following the announcements numerous phone inquiries were received regarding service, plus jobs from customers who had actually left their tv sets to come in for repairs. On Friday and Saturday of the same week, Patten Edsel's service department was swamped with customers. Traffic was so heavy that the shop had two crews working and still could not handle all the business.

WRGP-TV, Chattanooga

Announcements

AUTO & CLOTHING

SPONSORS: Van-Trow Cadillac and Olds Co. AGENCY: Direct and Silverstein's Fashions

Capsule case history: Van-Trow Cadillac and Olds Co., a steady advertiser on KNOE-TV, and Silverstein's Fashions sponsored a 30-minute spectacular following the Bing Crosby special in November on KNOE-TV, Monroe, La., to showcase the new 1959 Cadillac and latest women's fashions. Replicas of every Cadillac made from the first year to the present were displayed along with the women's fashions for the corresponding year. The entire show including time, talent and extras cost only \$250—\$125 each. Van-Trow had made special arrangements to display the new 1959 Cadillac on the show and to also give immediate delivery to any buyers. As a direct result of the show the dealer sold three 1959 Cadillacs the following day to people who had never owned one before. Silverstein's reported the best Thursday in its entire 30-year history. Even the Dodge dealer who watched the show called KNOE-TV for a similar show for Dodge. Van-Trow reports consistently high results from tv.

KNOE-TV, Monroe, La.

Program

BANK

SPONSOR: First National Bank of Elkhart AGENCY: Direct

Capsule case history: Elkhart, Ind. recently concluded its centennial, which was celebrated from 13 September through 20 September. The First National Bank of Elkhart purchased a centennial package of half-hour shows on WSJV-TV, South Bend-Elkhart to advertise "old-fashioned bargain days." The plan called for the merchants of Elkhart to display their goods on tables in front of the stores and sell direct from the stands. First National Bank used one live commercial within American Bandstand the day preceding the Centennial to advertise 140 souvenir saving banks on a first-come, first-serve basis, one per customer. On the opening day of the centennial a crowd had gathered waiting for the bank's doors to open. Just 12 minutes after the doors were opened the entire 140 banks were sold. "We could have sold 1,000 if they had been available," said Jack Donis, asst. v.p. "We plan another promotion shortly."

WSJV-TV, South Bend-Elkhart

Packages

BUILDING SUPPLIES & LUMBER

SPONSOR: Flanders Lumber & Building Supply, Inc.

AGENCY: Direct

Capsule case history: Television has brought prosperity to Flanders Lumber & Building Supply, Inc., Essex Junction, Vt. Using a single late-night announcement, Tuesdays, 11 p.m., on WCAX-TV, Burlington, Flanders registered the best January to May in the company's history, 25% more than its best year. The company began its first television campaign in May, 1957. The commercial used was a live presentation by a local announcer emphasizing a complete line of building service, including everything from building plans to a single piece of lumber. By the end of the summer, the once-weekly announcement was producing such good results that Flanders placed 80% of its weekly ad budget in tv. Response to the increased schedule changed the entire operation: in a year, the company has added 540 square feet of storage space for retail products and is now constructing 2,600 additional square feet. "It was WCAX-TV," said W. D. Flanders, pres., "that made this possible."

WCAX-TV, Burlington, Vt.

Announcements

COFFEE

SPONSOR: Folger Coffee

AGENCY: Direct

Capsule case history: KTVU, San Francisco, suddenly received rights to televise the NCAA basketball playoffs, 10 March and 15 March. KTVU offered sponsorship of the games to Folgers, a sizable West Coast coffee distributor at a time when the company was completing a large-scale campaign for their instant coffee using all media, in which they had met with considerable success. Folgers made a snap decision to participate and promote public relations by bringing the San Francisco audience important local viewing fare. "When the playoff sponsorship was offered to us by Channel 2, we made one of the quickest decisions in our advertising history," commented Peter Folger. "Now it looks like it was one of our best decisions. The sportscasts did an outstanding public relations job for us, but at the same time they were a big sales builder. The hundreds of letters praising the Folger-sponsored telecast have underscored the point that no good-will effort is ever wasted."

KTVU, San Francisco

PURCHASE: Half-Sponsorships

COSMETICS

SPONSOR: Avon Cosmetics

AGENCY: Direct

Capsule case history: Helen Church, supervisor for Avon Representatives in 16 mid-Missouri counties, purchased five spots a week on KOMU-TV, Columbia, Mo. These were scheduled to precede "Campaign Fifteen," a three-week intensive sales drive for Avon Representatives. The spots ran adjacent to various NBC programming throughout the day; two were in *Queen For A Day*, and one in *Matinee Theatre*. The cost was \$80 on the station's five-plan. When Avon's drive was over, representatives of the 16-county district had experienced a 50% sales increase over the same period last year. Women in the area were actually waiting for an Avon saleswoman to call, some of the representatives reported. Because of heavy sales, Helen Church renewed this schedule on KOMU-TV. Although some of the increase was due to natural growth, she credits the major portion of the campaign's success to tv. "On all sides I hear glowing reports of the impact of tv on our customers," she says.

KOMU-TV, Columbia, Mo.

PURCHASE: Announcements and Participations

DAIRY PRODUCTS

SPONSOR: Gustafson's Dairy

AGENCY: Direct

Capsule case history: Gustafson's Dairy of Green Cove Springs, Fla., milk producers and distributors, made their first tv buy on WJXT-TV, Jacksonville, in February, 1952, as a sponsor of a local live hunting-fishing program. Brothers Ed and Noel Gustafson wanted to see if tv could build their business at a faster pace. Switching all their advertising to tv, they studied the results carefully: over a six-year period, steadily increasing their tv advertising as they went along, the brothers increased their territory from five to 20 counties. Despite heavy competition from other distributors, sales growth exceeded many times the population growth of Jacksonville, Orlando and surrounding counties. Thoroughly convinced of the power of tv, they now sponsor on alternate weeks the syndicated films *State Trooper* on WJXT-TV and *26 Men* on WDBO-TV in Orlando, plus a hunting-fishing show. Ed Gustafson says: "We don't want to be without television. It's responsible for our success."

WJXT-TV, Jacksonville

Programs

DEPARTMENT STORE

SPONSOR: Sears & Roebuck AGENCY: Direct

Capsule case history: Sears & Roebuck's suburban store in Manchester, Connecticut, recently built a huge summer "Warehouse Sale" business through the use of a saturation tv spot schedule on WHCT, Hartford. Using tv spot for the first time, the store bought 20 announcements, minutes and 20's, which were scheduled throughout the day during a three-day period prior to the sale. By displaying leading items from the Summer Hardlines Department, Sears was able to see immediate results from the items advertised. Roy Rippman, manager of the Sears store located in the new Manchester parkade, reporting the campaign's success, said: "Where advertising in other media had previously drawn customers from only Manchester, tv drew a greater number of customers from as far as 30 miles away." As a result, several other stores in the Manchester parkade have joined Sears for a combined Parkade television promotion on WHCT and have set up schedules for the season.

WHCT, Hartford Announcements

DOGS

SPONSOR: Ann's Kennels AGENCY: Direct

Capsule case history: Ann's Kennels, in Paw Paw, Ill., all of 50 miles south of Rockford, bought three one-minute spots in *The Roddy Mac Show*, telecast on Wednesdays from 4:30 to 5 p.m. Starting almost immediately, Ann's Kennels started selling puppies like hot dogs. The kennels followed up their initial spot buy with the purchase of a full five-minute segment of the same once-a-week program. Sales, which had been brisk since the spot campaign, increased significantly. In fact so many dog purchasers jammed into Paw Paw that the town's only restaurant had to hire extra help to serve the hordes of hungry dog lovers on their way to Ann's Kennels. On the Fourth of July weekend alone, the kennel sold over \$2,500 worth of dogs. People from all over WREX-TV land are buying their puppies in out-of-the-way Paw Paw, and business at Ann's is the greatest in the firm's 10-year history. "I am completely sold on tv, and do not intend to use any other medium," said the kennel's owner.

WREX-TV, Rockford Program

FERTILIZER

SPONSOR: Schuler Fertilizer Company AGENCY: Direct

Capsule case history: Schuler Fertilizer Company of Marshall, Minnesota purchased a schedule on KELO-TV, Sioux Falls, South Dakota to advertise Pep, a plant fertilizer. KELO-TV operates booster stations in Reliance, S. D. (KPLO-TV) and Florence, S. D. (KDLO-TV), which carry all programming and announcements transmitted by the mother station in Sioux Falls. No other medium was used for the campaign. After the campaign had been underway a few weeks, Schuler experienced marked increases in their 8-ounce Pep sales. Of particular importance was the fact that their sales curve showed increases for the smaller size Pep. Later in the campaign, sales for the larger 8-ounce bottle showed a rapid climb—evidence that viewers had tried the smaller size with results. Schuler had succeeded in placing over 3,500 bottles of Pep within the coverage area of KELO-TV and its two booster stations. "We must give credit where credit is due," said sales manager Daniels.

KELO-TV, Sioux Falls Announcements

FLOUR

SPONSOR: Mooresville Flour Mills, Inc. AGENCY: Direct

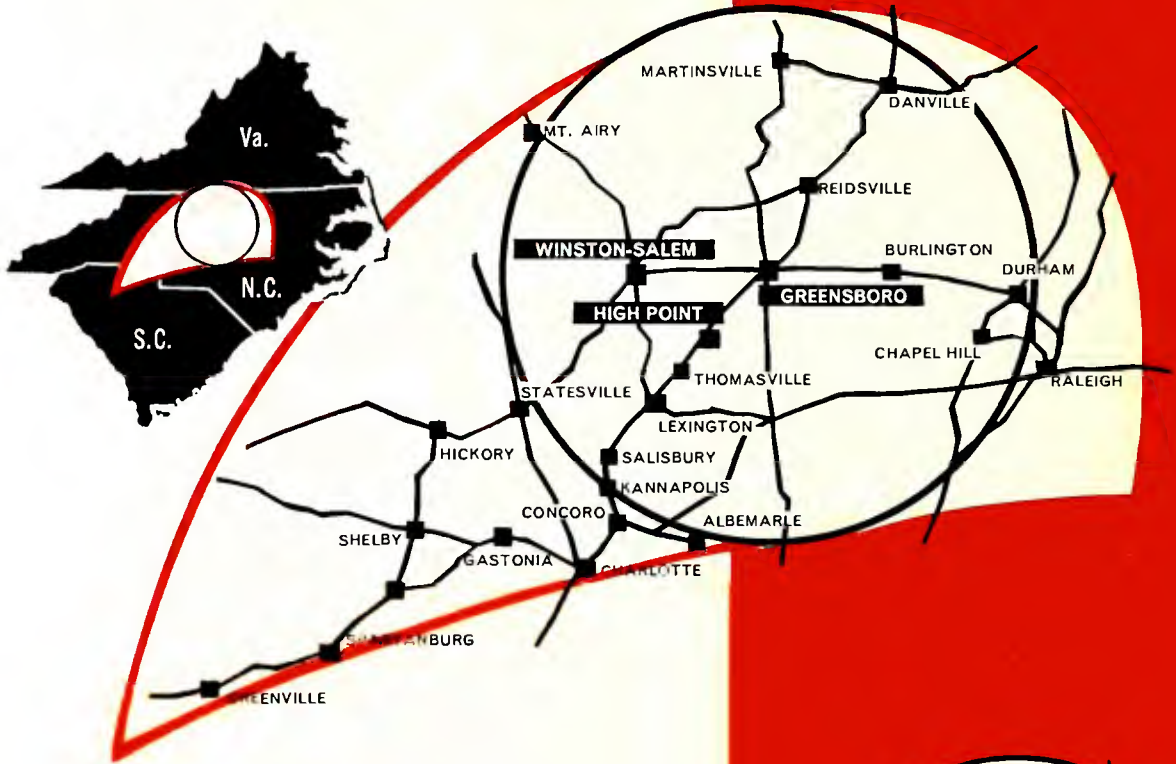
Capsule case history: As sponsor of *Joe Smith's Southern Playboys*, on WSOC-TV, Charlotte, N. C., Mooresville Flour Mills, Inc., of Mooresville, has found a program that delivers heavy sales in the Charlotte market. For the past three months, since Mooresville began sponsoring *Joe Smith's Southern Playboys*, the company reports marked increases in flour, corn meal and feed sales. The major portion of the customers said they had heard the announcements on WSOC-TV. With the aid of WSOC-TV's production staff and the air salesmanship of Joe Smith and his Playboys, the Mooresville announcements were given high entertainment value. Not only did regular customers make more frequent purchases, but a great many new accounts were opened which Mooresville attributes directly to the television program. "Adding new accounts is of even greater importance than are sales increases alone," said Joe Gilley, Jr. "We are planning to use this program indefinitely."

WSOC-TV, Charlotte PURCHASE: Sponsorship

this is the **Piedmont Industrial Crescent . . .**

and it's Dominated by

wfmy-tv



The Piedmont Industrial Crescent is a unique concentration of buying power . . . a vast "area laboratory" . . . stretching across the productive Piedmont section of North Carolina, South Carolina and Virginia.

It is a vast urban complex created by bustling cities, booming industry and big agricultural purchasing power where millions of your customers WORK, EARN, SPEND.

Strategically located at the hub of this big year-round market is WFMY-TV . . . the most powerful selling influence, by far.



GREENSBORO-HIGH POINT-WINSTON-SALEM

(2 Stations)
Greensboro-High Point-Guilford County—Map Location F-3
Winston-Salem-Forsyth County—Map Location
See SRDS consumer market map and
Index of the Star
Area . . .

*** This Is North Carolina's Interurbia**

. . . The largest metropolitan market in the two Carolinas. Here, WFMY-TV dominates because it serves . . . sells.



wfmy-tv

GREENSBORO, N. C.

Represented by Harrington, Righter and Parsons, Inc., New York, Chicago, San Francisco, Atlanta, Boston, Detroit

FOOD

SPONSOR: General Foods Corp.

AGENCY: Direct

Capsule case history: German cooking chocolate was called a "dead" item by grocers and distributors in the Greensboro, N. C., territory until Cordelia Kelly of WFMY-TV's *What's Cooking Today* show brought it back to life. Cordelia baked a German chocolate cake on her program, offered the recipe free to viewers. So far, she's filled 2,589 requests for the recipe—and people still ask for it. According to E. J. Fraylick, General Foods Corp. salesman located in Greensboro, "Salesmen in our territory (including Greensboro, Winston-Salem, High Point, Raleigh, Durham and Salisbury) have racked up 1,637% of our first quarter budget on German chocolate." Fraylick attributed the outstanding sales record to Cordelia's cake-baking on television, "and sending out the 2,500-plus recipes the viewers asked for." The sales technique also proved the value of the integrated commercial as an effective sales message, giving the advertising an additional validity and believability factor.

WFMY-TV, Greensboro, N. C.

Participation

FOOD STORE

SPONSOR: B&H Food Store

AGENCY: Direct

Capsule case history: When B&H Food Store of Mobile abandoned print some three years ago because of unsatisfactory results, they purchased full sponsorship of Ziv's *Highway Patrol*, seen Thursdays from 8 p.m. to 8:30 p.m. on WALA-TV, Mobile, Alabama. The 24-hour, seven-day-a-week store has renewed the show for three consecutive seasons. Despite the fact that a local chain store does more than 40% of the area's grocery volume, B&H has been able to boast a better than average sales volume which increases with each succeeding year of sponsorship. The store attributes the rise to the air selling of Jim McNamara, WALA-TV national sales manager, who, they insist, must do the commercials. The client claims that when he is off-camera, sales volume dips. An oddity of the B&H campaign is their foregoing the third commercial: "In order that you may enjoy the remainder of *Highway Patrol* to conclusion and without interruption B&H relinquishes its commercial time."

WALA-TV, Mobile

Film show

FURNITURE

SPONSOR: New York Furniture Co.

AGENCY: Direct

Capsule case history: In 1957, Emil Berkowitz, owner of the New York Furniture Co., with five stores in the Denver area, found himself in a tough financial situation. His regular newspaper advertising failed to attract sufficient business. He decided to try tv—and if that failed, he would be forced to go out of business. Berkowitz bought a Saturday night 20th Century-Fox feature movie on KBTV, 10 p.m. to conclusion of film, costing \$750 per program. Called the *New York Furniture Theatre*, the program featured the stores' annual warehouse sale on its premiere night. Since his stores remain open weekends, tv had to prove its pulling power the following day. "It was the greatest one-day sale in our 49-year history," Berkowitz reported. "Over 3,500 customers crowded into the store, buying \$32,000 in merchandise in 12 hours." Currently, he puts 50% of his budget into television, limiting his summer advertising campaign entirely to tv because it brings "faster and more dependable results."

KBTV, Denver, Colo.

Program

FURNITURE

SPONSOR: Fowler Furniture Company

AGENCY: Direct

Capsule case history: Fowler Furniture Co. of Tyler, Texas, believes that tv will move its merchandise. They have been a steady advertiser on KLTV since October 1956. To cite one example: In a recent promotion for dining room suites, 10 April thru 18 April, Fowler advertised its sets priced at \$29.95, \$39.95 and \$59.95 each. At the conclusion of the campaign Fowler had sold 30 sets at an average price of \$50 per set. In addition to the advertised suites, the company sold 26 other dinettes priced from \$69.95 to \$139.95, bringing the average price for each suite sold to \$70. Fowler used three sports shows, 6:15-6:25 p.m., Thursday, Tuesday and Thursday during the 10-day campaign. Each show carried two 1-minute participations at which time a sample set was displayed. Customers came from a 10-mile radius of Tyler to purchase the advertised specials. Since Fowler put the major portion of his ad budget into television his sales have steadily increased.

KLTV, Tyler

PURCHASE: Sponsorship

GAS

SPONSOR: Piedmont Natural Gas Company AGENCY: Direct

Capsule case history: Seven years ago, natural gas was introduced into the Charlotte area. Due to the newness of the product, a certain amount of natural resistance was encountered. In order to combat the problem, the Piedmont Natural Gas Company turned to television. They decided to sponsor a weather telecast on WSOC-TV, Charlotte, N. C., to link natural gas with a valuable public service program in the public mind. For seven years, Piedmont continued sponsorship of *Channel 9 Weather*, and watched acceptance, sales and good will grow. Each year, company officials watched with satisfaction as more and more people turned to gas. In July of 1958 so widespread was the acceptance of natural gas, that the company was enabled to reduce rates to their residential and commercial customers. The company attributes a good part of the switching to natural gas to the show. "Your station has played a major part in our success," said J. J. Sheehan, Piedmont v.p. in charge of sales.

WSOC-TV, Charlotte

Weather program

GROCCERS & SUPERMARKETS

SPONSOR: Graceffa & Sons AGENCY: Direct

Capsule case history: To win a larger share of food volume in Rockford, Ill., Graceffa & Sons switched a portion of its budget to tv. Graceffa was spending \$125 weekly on ads in the local newspaper, but sales were not satisfactory. The supermarket decided upon a single weekly 60-second spot on WREX-TV, Rockford. Each announcement was written to spotlight an employee and, at the same time, give the store a personal touch. In one spot, one of the check-out girls or meat managers appeared on the screen to quote the best buys. Within four weeks the Graceffa management saw concrete sales results. Following this success they immediately added another spot—again sales increased—and again Graceffa increased the budget allocation by purchasing a quarter-hour co-sponsorship of *Roddy Mac*. Now 80% of Graceffa's advertising budget is devoted to television—an increase of 350%! In the time Graceffa & Sons has been using the television medium sales have increased 25%.

WREX-TV, Rockford

PURCHASE: Announcements & co-sponsorship in *Roddy Mac*

GROCERY & SUPERMARKETS

SPONSOR: Safeway Stores, Inc. AGENCY: Manchester Advtg., Inc.

Capsule case history: Safeway Stores has used television in the Washington, D. C., area for two major reasons: to foster solid relations within the community by providing good family entertainment; to sell its top quality grocery, meats and produce. Safeway has sponsored a full-length feature film, *Safeway Theatre*, on WMAL-TV for the past eight years (and uses spot on two other tv stations). The store stresses soft sell in all its commercials with a minimum of interruptions during the program. "Whenever a new store is opened in the area, the groundwork is laid through the good-will created by *Safeway Theater*," said Dick Williams, director of radio and television for Manchester Advtg. Since the chain began sponsoring *Safeway Theatre*, the program has rated as the No. 1 local tv show in the market. "I am confident that our television advertising investment has paid substantial dividends," said Burton Warner, ad mgr. of Washington-Richmond Safeway Stores, Inc.

WMAL-TV, Washington, D. C.

PURCHASE: *Safeway Theatre*

LADIES' DRESSES

SPONSOR: Cas Walker Supermarkets AGENCY: Tennessee Valley Advtg. Agency

Capsule case history: You don't ordinarily expect to see housewives trying on dresses between gondolas in a supermarket, but that is exactly what happened at the Cas Walker Chapman Highway Supermarket in Knoxville. To familiarize people with the location of the store and its services, Walker purchased 4,400 ladies' dresses and advertised them for \$2.99 on three tv programs. WBIR-TV one-shotted the announcements on the *Amos 'n' Andy Show* on a Tuesday night, 6:30 to 7:00 p.m., and on the *Cas Walker Farm and Home Hour* the following night, Wednesday, 7:00 to 8:00 a.m.; Walker also used announcements on another station on Monday of the same week. Before 8:30 a.m. on the sale day, the parking lot was jammed with over 200 cars and store aisles were packed. Forty-eight hours later stocks were reduced to odd sizes; 24 hours later they were completely sold out, necessitating cancellation of planned newspaper advertising. Walker's objectives had been accomplished.

WBIR-TV, Knoxville, Tenn.

Announcement

TV RESULTS CONTINUED

LAUNDRY & CLEANERS

SPONSOR: Slater-White, Inc.

AGENCY: Direct

Capsule case history: For the past four months, Slater-White, Inc., a custom laundry of San Antonio, has been running 10 announcements weekly in KONO-TV's *20th Century Theatre*, seen nightly from 10:20 p.m. to conclusion. The campaign cost Slater-White slightly more than \$4,300 for the 16 weeks. The firm which is well known in San Antonio for its deluxe laundry operation and has a reputation for quality work at above average prices, uses the slogan, "A little more—but so much better," to sell its story. During the four-month trial period, the campaign surpassed all other advertising campaigns in the laundry's history. "More customers came in as a result of our tv campaign on KONO than from any other form of advertising we have used," said Orville Slater, owner of the concern. Each department of the cleaning and laundry firm showed substantial increases. As a result of the outstanding sales power of tv, Slater-White set up a year's campaign on KONO-TV.

KONO-TV, San Antonio

PURCHASE: Announcements in
20th Century Theatre

MILK AND MILK PRODUCTS

SPONSOR: Golden Jersey Creamery

AGENCY: Direct

Capsule case history: In April the Golden Jersey Creamery purchased five one-minute announcements per week in KGBT-TV's *Popeye Theatre*, weekdays from 4:30 to 5:00 p.m. to announce a special kiddie promotion. The small fry were asked to send in labels from any Golden Jersey product. The youngster who sent in the most labels during the campaign would receive a Shetland pony. In a scant six weeks Golden Jersey has received an unbelievable 1,000,000 labels from every corner of the Rio Grande Valley. "We are thoroughly convinced that our KGBT-TV schedule has done more for our sales than any other medium we have ever used," said E. B. Braden, manager and part-owner. "Day-time television really delivers the audience for us. Milk sales have already increased approximately 10% since the start of the campaign, which represents a much larger increase in product output than we get from other media." Braden expects sales to rise higher before conclusion of the campaign.

KGBT-TV, Harlingen

PURCHASE: Announcements in
Popeye Theatre

MILK & MILK PRODUCTS

SPONSOR: Foremost Dairies

AGENCY: Dave Bennett & Assoc.

Capsule case history: Beginning in September and running through November 1957, Foremost Dairies of La Feria, Texas, ran one announcement in *Steve Donovan Western Marshall*, Saturday mornings from 10:30 to 11:00, on KGBT-TV, Harlingen, Texas. Youngsters were asked to cut the "F's" from the Foremost products, and send them to KGBT-TV. Some products have larger "F's" than others and are priced higher. Points were assigned according to the letter size and three prizes were offered for those sending in the most points: a bicycle, portable radio and a badminton set. The results: Over a quarter of a million Foremost labels were received from all sections of the Rio Grande Valley and surrounding area. Foremost Dairies reported a 10% increase in milk sales in the Valley alone; figures on other Foremost products also showed a marked increase. "Tv is the most powerful advertising medium I have ever seen," remarked John White, owner of the Foremost dealership. "We plan to increase our tv schedules."

KGBT-TV, Harlingen, Tex.

PURCHASE: Announcements

MOVIE

SPONSOR: Howco Exchange

AGENCY: Direct

Capsule case history: "Rodan," a recent fiction release, was advertised on WSOC-TV, Charlotte, N. C., by Howco Exchange, a regional film distributor. At the suggestion of WSOC-TV, Howco purchased a tv schedule on the station's 25-plan. Howco had used television in other areas of the South but only WSOC-TV was bought in Charlotte. The local theater which carried the film did heavy business. The movie house drew an almost capacity crowd each time the picture ran. Movie houses in Gastonia, Monroe, Albermarle, Salisbury and Rock Hill, all within the station's coverage area, which also showed the film, had similar successes. In fact, every theater running the film within a 75-mile area of Charlotte met with surprising box office receipts. Theaters playing the picture outside of WSOC-TV's coverage pattern did not do nearly as well as those in the Charlotte coverage area. "You can be assured we will use tv on our next campaign," stated Scott Lett, the branch manager of Howco.

WSOC-TV, Charlotte, N. C.

Announcements

PAINT

SPONSOR: Dagastino's Wallpaper and Paint Co. AGENCY: Direct

Capsule case history: The most difficult time of the year to sell paint is traditionally during February and January. Nevertheless, the Dagastino brothers bought a 10-plan of six 60-second and four 10-second spots on WHBQ-TV's, Memphis, *Million Dollar Movie*. Using only four of the 10 announcements, they advertised Texolite and Super Kem-Tone on a Thursday and Friday evening in February. On Saturday, the biggest snow of the year hit Memphis. Yet, sales for the day were \$300. They claim that their volume totaled 90% of all paint sales made in the city that day. A normal Saturday's volume under ideal conditions is only \$150. They estimate their sales for the month of February to be 80% of all the total of the more than 100 retail paint businesses in Memphis. Dagastino's has ordered three more 10-plans, on WHBQ-TV, and has already formulated summer plans for additional advertising on WHBQ-TV.

WHBQ-TV, Memphis PURCHASE: Announcements in *MDM*

POWER MOWERS

SPONSOR: Hunt-Gibson Furniture Co. AGENCY: Direct

Capsule case history: The Hunt-Gibson Furniture Co. decided to combat mounting competition in the South Bend-Elkhart area, by putting a large portion of its advertising dollar into television. Some six months ago the store purchased ten 10-second spots a week—five in the afternoon and five in the evening—on WSJV-TV, South Bend-Elkhart, Ind., at a cost of \$76.40 per week. During the last three weeks of May, Hunt used 30 of its announcements—15 in Class A time and 15 in Class B time—to advertise power lawn mowers. The cost to Hunt's on WSJV-TV's 10-plan: \$229.20. When the campaign ended, Hunt-Gibson's entire stock of mowers was sold out, representing more than \$5,000 in gross sales. "We are using television because it delivers more sales impressions per dollar invested than any other medium in the South Bend-Elkhart market," said Ellsworth W. Gibson, owner. Hunt-Gibson plans to continue using WSJV-TV indefinitely, the company told the station.

WSJV-TV, South Bend PURCHASE: Announcements

PROCESSED FOODS

SPONSOR: Scudder Food Products AGENCY: Mottl & Siteman

Capsule case history: Scudder Food Products, one of the largest regional food product manufacturers on the West Coast has used tv in almost all of their major campaigns. They now sponsor one-half of the syndicated film series *Whirlybirds*, 7:30 to 8:00 p.m., on KHJ-TV, Los Angeles. Scudder chose *Whirlybirds* as a vehicle to advertise two of their processed food products, potato chips and peanut butter, which sell for approximately 15¢ and 35¢ respectively. About seven months after the program went on the air, Scudder offered a special model "helicopter" as a premium for 50¢ and proof of purchase of one of the advertised products. In less than 13 weeks after the offer had been made, they had distributed 66,000 of the toy "egg-beaters" throughout the Los Angeles market area. Tv advertising formed the backbone of the premium offering. Scudder has renewed for a 52-week firm schedule on KHJ-TV as a result of the tremendous response to their schedule.

KHJ-TV, Los Angeles PURCHASE: Half-Sponsorship of *Whirlybirds*

RESTAURANT

SPONSOR: Caniglia's Pizzeria & Steak House AGENCY: Pleskach and Smith

Capsule case history: In the nine-year history of Omaha television, Caniglia's Pizzeria and Steak House had never advertised in this medium. Pleskach and Smith, Caniglia's advertising agency, recommended a television campaign employing daytime spots and one nighttime announcement. KETV was selected to kick off the campaign utilizing a daytime 5-plan supplemented by one spot in the 9:35 movie Friday evenings. The purpose was to announce the grand reopening of the restaurant after its remodeling, and to inform customers and prospective customers of the much larger seating accommodations now available. Even though the weather was inclement the opening-day crowd was overwhelming. Every table was taken and people were waiting to be seated. "Our client is immensely pleased with the over-all results of tv advertising," wrote Pleskach. "My eyes have been really opened to the possibilities of tv, and the company is considering increasing its tv budget."

KETV, Omaha Announcement

Old Mother Hubbard would flip!



That little old cupboard dilemma of Mother's was nothing, really.

Consider Joe Foy, now. He's General Manager of Spartan Stores, Inc., of Grand Rapids. Behind him is his new 310,000 square foot warehouse. When this picture was taken, all those acres and acres of cupboard had yet to be filled.

Once that's done, Joe's job is just barefooted. He's got to turn right around and proceed to empty it — and then fill it again and empty it again — umpteen times a year, and do it year after year.

But, whereas Dame Hubbard contemplated her project with knitted brow, Joe approaches his eagerly and with confidence. In the twelve years he's been boss at Spartan, volume has increased 1,000%. It now grosses more than 60 million dollars a year. In all, Joe serves more than 500 stores all over Michigan.

Joe is a modern grocery merchandiser, using modern techniques. He says, "The sale of grocery products requires effective pre-selling in top-notch advertising media. We know WOOD and WOOD-TV can do this pre-selling job competently."

Your sales manager knows the importance of distribution in WOODland. Make certain that distribution is followed by sales. Keep a schedule on WOOD and/or WOOD-TV. Wherever you are, there is a Katz man to help you get it.

WOOD-TV is first-morning, noon, night, Monday through Sunday November '58 ARB Grand Rapids

WOOD-AM is first-morning, noon, night, Monday through Sunday-April '58 Pulse Grand Rapids

Everybody in Western Michigan is a WOODwatcher



WOOD ^{AM} TV

WOODland Center, Grand Rapids, Michigan

WOOD-TV - NBC Basic for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing. WOOD - Radio - NBC.

Problem Solved by an Account Executive



Hal needed help. He was on his fifth ulcer trying to boost Florida sales.



"Help," he cried. "We're coming," said Media.



"Blair TV Associates said WCTV offers a great unduplicated buy in a market that buys like crazy!"



"Let's give it a shot."



It worked so well he can afford to beat the ad manager at golf.

WCTV Tallahassee
Thomasville
for North Fla. and South Ga.
John H. Phipps
Broadcasting Stations

TV RESULTS CONTINUED

RESTAURANT

SPONSOR: Breisch's Restaurant

AGENCY: Direct

Capsule case history: For the past year and a half, Breisch's Restaurant has been a consistent advertiser on KOMU-TV, Columbia, Mo. Prior to Breisch's entry into tv, the restaurant had done limited promotion. The restaurant now uses three 10-second Class "B" announcements weekly for a monthly expenditure of \$117. This is the only advertising medium utilized. Since Breisch's began its schedule on KOMU-TV, sales receipts have risen 45% over the same period a year ago. In a recent test, they ran a special promotion featuring Hawaiian Night. The purchase was two one-minute Class "B" announcements—the only advertising used. More than 300 people were served on Hawaiian Night; an equal number were turned away due to the limited seating capacity. "Tv has proved to be the best medium for my advertising dollar," said owner Leroy Watkins. "It achieves the results I want and I plan to continue using it."

KOMU-TV, Columbia

PURCHASE: Announcements

SHOES

SPONSOR: Brittain's

AGENCY: Direct

Capsule case history: Although Brittain's, one of the South's leading children's department stores, had had little experience with the television medium, they turned most of their advertising budget to WRAL-TV during the months of March and April; only a small amount was channeled to other media. The results well justified the expenditure. After reviewing the business volume for these two months, they netted an 18.4% increase over the same period of 1956, and total sales exceeded any April and March in Brittain's history. After conferring with WRAL-TV's sales manager, Mr. Sam Mobley, manager of the Raleigh store, bought one announcement on Thursdays in *Popeye*, at which time a pair of children's shoes was shown. The total cost was only \$210. Mobley was so impressed with the sales results that they have been running schedules since then with equal success. "We do not know of any other media that could have done the job so well as television," he said.

WRAL-TV, Raleigh, N. C.

PURCHASE: Announcements

SPORT GOODS & EQUIPMENT

SPONSORS: Local Wholesaler and Dealers AGENCY: Direct

Capsule case history: A little short of a year ago, George A. Grenholm, manager of V. Tausche Hardware Co., a wholesale sports store of LaCrosse, Wis., conceived a plan whereby four local sports good stores, each in a different community of the LaCrosse trading area, would sponsor a show each Friday called *Fite Nite Sport Nite*, on WKBT, LaCrosse. The cost per telecast, \$100, was divided proportionately among the sports outlets and Tausche Co. After launching the program, the sponsors found that in almost every case, items advertised on their show resulted in near, or complete, sellouts. The long-range sales potential of the show is demonstrated by the fact that from 70% to 90% of their advertising is devoted to this particular program. Sales figures have climbed consistently since its beginning. The first contract was signed for an eight-week test campaign. It was immediately renewed for an additional 26-week flight and again this past March for another 26 weeks.

WKBT, LaCrosse

PURCHASE: Programs

SOFT DRINKS

SPONSOR: Pepsi Cola Bottler AGENCY: Direct

Capsule case history: By now the local teen dance show is familiar to every soft drink sponsor in the United States. George Noland, a Pepsi Cola bottler, bought several announcements in *Dixon On Disc*, Monday to Friday, 4:00 to 5:00 p.m., on WALA-TV, Mobile, Alabama. This was a pioneer test show—at least for the Southeastern section of the United States. The trade publication "The Pepsi Cola World" reported Noland's investment has been returned 300%! Instead of dropping announcements from *Dixon On Disc* in the winter months, which is slow for soft drinks, Noland continued his campaign. Results were so good that he increased his schedule to one-half sponsorship of the show. "Since I started using this show, there has been a steady increase in sales," says Noland, who is going into his third year with WALA-TV. The national organization was so impressed they bought the same type of show elsewhere.

WALA-TV, Mobile

PURCHASE: Half-sponsorship in *Dixon On Disc*

SUPERMARKET

SPONSOR: Eavey's Supermarket AGENCY: Direct

Capsule case history: Eavey Supermarket of Fort Wayne, Ind., has made tv the backbone of its advertising since it opened in August, 1956. At present, the store spends from 60 to 65% of its advertising dollar in tv. Presently, the store sponsors *News and Weather* on WKJG-TV, Fort Wayne, and two other stations. Eavey first ventured into tv on the eve of its opening day in Fort Wayne, when he and tv star Denise Lor took viewers on a tour of the building, via an hour-long remote telecast. Since then, the "Eavey Girl," has posed in a picture under the store's facade, become a regular visitor to Fort Wayne homes. Eavey uses three girls dressed as the store's clerks; they play salesladies on seven of the supermarket's nine weekly shows. Eavey claims its store accounts for 20 to 25% of Fort Wayne's food volume. "People don't read the fine print in the newspaper, but on tv you have a captive audience that sees and hears every word," said Eavey manager Bert Maher.

WKJG-TV, Fort Wayne

Programs

TABLES

SPONSOR: Judd Drugs AGENCY: Direct

Capsule case history: Before Judd Drugs, a medium-sized, Midwestern drug chain, used tv they were skeptical of its pulling power; now it is a must in their advertising budget. Their first experience on tv was with WSJV-TV, South Bend, Ind. Charles Judd, president of Judd Drugs, purchased full sponsorship of a half-hour syndicated film to be shown on Friday nights from 10:00 to 10:30 p.m. In order to really test the strength of tv advertising, Judd offered hostess tables at \$1.99 each. He used just one announcement in his show. By the end of Saturday morning he had distributed five dozen tables in his five stores, including those in Goshen and Warsaw. In addition, it was the biggest single Saturday morning gross they had ever known in the same period of any year. Traffic in other sections of Judd's stores increased also due to this one announcement. "We are more than pleased with the results of our experiment," says Judd, "and are preparing a new tv campaign."

WSJV-TV, South Bend, Ind.

PURCHASE: Program

Topeka has 1 TV Station WIBW-TV is it



That's Why
NOBODY FROM NOWHERE
Can Saturate
TOPEKA
like
WIBW-TV
SATURATES TOPEKA



ALL DAY - ANY DAY

Here's why survey-proved WIBW-TV is your best buy for complete coverage of the entire Topeka Farm market.

- WIBW-TV commands the viewing audience. Note current survey figures:

Share of Audience Monday-Sunday

7:45-12 N. 12 N.-6 p.m. 6 p.m.-12 Mid.
57.0% 50.3% 51.1%

- In the 447 rated quarter-hours... WIBW-TV ranked FIRST.
- In the top 15 Once-a-Week shows (with an average program rating of 44.13)... WIBW-TV had an average rating of 37.69%.
- WIBW-TV serves 38 rural and urban counties in the heart of Kansas... where total gross income for 1957 was \$719,277,000.00. 1958 is a banner year.
- WIBW-TV saturates 218,190 TV homes. (NCS-#3)

Survey Figures Prove WIBW-TV's Value

- Not even the combined efforts of 3 distant Kansas City TV stations can begin to dent the Rich Topeka Farm Market, according to a current survey.

Share of Audience Monday-Sunday

	7:45-12 N.	12 N.-6 p.m.	6 p.m.-12 Mid.
WIBW-TV, TOPEKA	57.0%	50.3%	51.1%
Sta. A, Kansas City	10.7	10.0	9.7
Sta. B, Kansas City	6.1	10.4	9.6
Sta. C, Kansas City	13.4	14.7	15.3

WIBW-TV CBS-ABC
Channel 13 Topeka, Kansas

REPRESENTED BY AVERY-KNODEL, INC.

TV RESULTS CONTINUED

TOYS

SPONSOR: The Arcade Department Store AGENCY: Direct

Capsule case history: The Arcade Dept. Store of Fort Smith, Ark., has been a steady user of tv for several years. On Wednesday, 11 December, they ran one announcement on KNAC-TV, Fort Smith, to advertise their mechanical toy helicopters, selling for approximately \$2.50. The cost to Arcade was \$27. By noon the following day, they had sold out their entire stock of 234 toy whirlybirds. Arcade had previously ordered an additional 700 from its distributor, but was unable to get delivery in time to meet the demand created by this one tv spot. As a result, hundreds of customers who came in throughout the rest of the week to purchase the mechanical whirlybirds, were unable to do so. Arcade used no other medium for this item. "We have used tv in many successful campaigns before. But this is the most sensational turnout from just one announcement I have ever seen," commented Pete Wells, publicity man for Arcade. "We are now planning a comprehensive schedule."

KNAC-TV, Fort Smith

PURCHASE: Announcement

TRAILERS

SPONSOR: Eastern Trailer Sales

AGENCY: Direct

Capsule case history: When Eastern Trailer Sales of Norfolk, Va. decided to try television advertising it expected only moderate results. The trailer company purchased three five-minute segments of WAVY-TV's 10:35 P.M. *Weather Monday through Friday* immediately preceding the *Early Late Show*. The cost to Eastern for the four-week campaign was \$1,807. A sample trailer was displayed during each announcement. At the outset of the campaign Eastern had 50 mobile homes in its warehouse. When the campaign concluded Eastern was completely sold out. "We sold 19 trailers without having to pitch people that came in. They merely demanded, 'I want the trailer advertised on WAVY-TV,'" said Dewitt Hobbs, general manager of Eastern. Ninety of the 50 units sold for \$66,000. The other 31 went for approximately \$2,000 apiece. This campaign had an advertising cost of only 2.8% of the gross. The company was forced to cancel all further advertising until it could replenish its stock. As soon as this is done they plan to renew it.

WAVY-TV, Norfolk

Program

FILM-SCOPE

3 JANUARY 1959

Copyright 1959

SPONSOR

PUBLICATIONS INC.

Often you can chart where a business is headed by scanning the highpoints in its more or less recent accomplishments: hence this review of the 1958 significant happenings in tv film and syndication, in particular:

By individual topic the crests and valleys shaped up as follows:

IMPORTANT RECRUITS TO SYNDICATION: 1958 saw many national advertisers buying into regional syndication for the first time. These included: Kellogg (this one was really national), Amoco, Pillsbury, Miles Labs, Brown & Williamson, Nestlé's, Rival Dog Food.

TAPE: The big technological news of the year was tape with these consequences:

- 1) All three networks and upwards of 60 stations installed tv tape facilities.
- 2) A dozen or more stations started taping shows for "swap or sale."
- 3) Tape regional networks kicked off sports programing.
- 4) Guild's staff pioneered syndication of the new technique with two shows sold to stations, plus others available.
- 5) However—the pessimistic side of tape in local programing is that it failed in 1958 to attract any major ad spenders.

NEW BUYING PATTERNS: While the backbone of film syndication last year continued to be the regional advertiser's spread on the alternate week basis, a number of new tv film buying patterns appeared, such as these:

- **Program diversification:** Advertisers like Schlitz bought several smaller regionals of varying shows instead of one big campaign, while buyers like Camels, Pabst and Sunoco, went into syndication on a market-by-market basis.

- **Double coverage:** Ballantine may have started something new in its buy of two programs (Highway Patrol and Bold Venture) in the same regional area.

- **Exits from syndication:** Lack of the right program plus other factors took these regional buyers out of syndication last year: Hamm's, Nationwide insurance, Brylcreem, Corn Products and Wilson meats.

SYNDICATION'S EXPANDING BUSINESS: Last year saw major increases in gross business by most of the film companies over what they did in 1957. Sample increases were: ABC, 62%; CBS, 20%; CNP, 80%; NTA, 41%; Screen Gems, 27%, and Ziv, 32%.

RATINGS: More and more syndicated shows demonstrated during 1958 that they could gather ratings which had national measurements comparable to network shows. (For Nielsen ratings of 5 programs, see FILM-SCOPE, 10 May, 1958.)

UPGRADED PROGRAMING: 1958 also saw a steady climb in program quality, especially with better scripts and higher budgets for many syndicated shows.

HOLLYWOOD'S NEW ROLE: With MCA taking over distribution of Paramount features, the last of the major pre-1948 libraries, 1958 marked the end of Hollywood's dependence on its backlogs as an important source of income.

At the same time, Hollywood began to show fresh interest in producing for tv, with United Artists filming 5 series and Paramount trying to enter tape via its KTLA facilities and production-sales staff.

THE OPTION TIME QUESTION: From the sales and rating successes of ABC TV affiliates with syndication in the 7:00-7:30 time strip given to them in the fall of 1958, it's clear that tv film is the course most stations will take in local time recaptured from network control. (For national advertisers in these time periods and for ratings successes in these strips, see FILM-SCOPE for 8 November and for 27 December, 1958.)

Participating advertisers in New York daytime syndicated strips got some unexpected programming during the recent newspaper strike.

WCBS-TV, for example, yanked My Little Margie, Our Miss Brooks and Life of Riley and put in news daily for the duration of the crisis.

Paradoxically, the live news fell a rating point or two short of what the strips scored in Arbitron previously, despite the news shortage.

COMMERCIALS: Accenting top developments in commercials production during 1958 were new developments in technique, style and approach.

Here are a few of the milestones in the commercials field that belong to 1958:

TAPE: Nothing had more implications for commercials in the past 12 months than the introduction of tape.

At the close of the year, here was tape's status:

- In addition to the networks, tape facilities were delivered to Elliot, Unger and Elliot, to Filmways, to Telestudios, to Videotape Productions and to Termini Services—and notable is the fact they're mostly N. Y. studios.

- Although millions were invested in tape equipment in 1958, hardly a commercial was delivered—except for highly active Telestudios.

- This very fact of tape's high facilities cost drew a line which the smaller producer dared not cross, limiting tape experimentation and production to the larger and more affluent commercials makers.

- The raging question of technical difficulties remained up in the air with opinion ranging from despair at problems to hope for new solutions.

NEW CREATIVITY: New styles in commercials blossomed in 1958, like these:

- 1) **High fashion live action**, which originated in luxury goods, made important inroads on food, soap and beer selling moods.

- 2) **Slide motion**, a style born with the "art film" where the camera moves and the subject is still, was successfully transplanted to commercials to become a main creative vogue of the year.

THE NEW APPROACH: Throwing away the "hard sell" for its harshness and the "soft sell" for its ineffectiveness, a new selling approach emerged in 1958 that seemed to combine (a) impact of straight selling and (b) entertainment value of indirect approach.

AGENCY-PRODUCER PARTNERSHIP: One of the complications of new creativity in 1958 resulted in a greater need for close teamwork between the agency and its producer—from conception through execution—especially in the field of animation.

TRIUMPH OF LIVE ACTION: While Schwerin studies of commercials in 1955 indicated that about 8 out of 10 of all commercials used live action, in 1958 the use of live action climbed to a new high—with 9 out of 10 commercials using "live".

COMMERCIALS PRE-TESTING: With more than \$100 million spent in 1958 on making commercials, surprisingly little was likely spent on evaluating them—although new pre-testing techniques seemed to be gaining ground.

NEW ATTENTION TO COMMERCIALS: The new role of the commercials in the agency's tv outlook was characterized by one Madison Avenue executive thuswise: "1958 was the year we finally figured out what programming was all about and switched our attention back to the original selling tool—the commercial."

A case against talk that's either too fast or too slow seems to emerge from a recent Schwerin study of 350 one-minute commercials.

It was found that commercials faster than 150 words per minute or slower than 100 fared poorly on the average compared to those in between.

In other words, an audio track has its best chances when it goes at a rate somewhere between 1.5 and 2.5 words a second.

WASHINGTON WEEK

3 JANUARY 1959

Copyright 1959

SPONSOR

PUBLICATIONS INC.

The Supreme court decision in the RCA-Westinghouse sale-trade of their Cleveland and Philadelphia stations could well become the most important turning point for the industry's Washington relations in 1959.

The question which the high tribunal is now conjuring with has this clear-cut status: Not whether RCA and NBC are guilty as charged—even pure as the driven snow—but rather whether FCC approval of the transaction “insulates” it from pursuit by the Justice Department.

RCA and NBC contended successfully in the Appeals Court that the FCC is the expert agency charged with regulating broadcasting. This would mean that no other government agency could act against a practice the FCC had approved. Justice and the FCC appealed, arguing that the FCC is not expert on antitrust matters, and that Justice should have primary responsibility in this field.

A good share of the Barrow Report recommendations for clipping network wings is at issue here. Justice has studied many of the practices the network study group opposes, and could move in the courts against some of them. Option time is the prime example.

If the Supreme Court finds Justice may only advise the FCC, Justice will reiterate its belief that this practice is a per se violation of the antitrust laws. The FCC will very likely find it to be a “reasonable restraint of trade,” which is permitted under the antitrust laws. It would probably merely decide to cut the number of option hours—slightly.

If the Supreme Court finds that FCC expertise does not extend to antitrust matters, the FCC might surrender on the spot on option time. Even if the Commission persists, Justice would almost surely take the webs to the courts on the practice.

Rep. Oren Harris (D., Ark.), chairman of the House Commerce Committee and chief Congressional foe of pay-tv, hasn't been in as much rush as he had promised to hold pay-tv hearings.

The FCC has given him until the end of this session of Congress to get a bill passed banning the pay system, under threat of finally letting go with the long-promised trial run.

Harris did not call hearings in December, as he had half-promised, has not yet set hearing dates. It is likely he wants to take the temperature of the new committee with its many soon-to-be-appointed freshmen members.

That he will continue to do all he can to block subscription television is still certain, but methods and timing are not as clear. And getting a bill through Congress still seems a rough job.

The Harris House Commerce Legislative Oversight subcommittee was having indigestion over its report on last year's stormy hearings.

The report, probably contents of which have appeared on this page from time to time, will be less important than the bill which will result. This will likely be very much like numerous bills introduced, but not acted on, in the last Congress.

The bills will stress strong penalties for improper approaches to Commissioners and for Commissioners who listen and provide that everything must be “on the record” in contested cases.

SPONSOR HEARS

3 JANUARY 1959

Copyright 1959

SPONSOR

PUBLICATIONS INC.

One of the major tv film companies just borrowed \$3 million from a factoring outfit to help fill its immediate need for capital.

The loan's interest rate: 11%.

Out of the scores of evening programs that were on the air 20 years ago only four—at least, in title—are around today.

They are: Amos 'n' Andy, Fibber McGee & Molly, the Lone Ranger, and Hit Parade.

Booz Allen & Hamilton has hired some special marketing consultants to lend a hand in the survey it is conducting at J. Walter Thompson.

The biggest and most venerable of the agency giants apparently is bent on streamlining its operations from stem to stern.

The agency field's continuing epidemic—mergeritis—has cut so deep by now that rumors about forthcoming mergers have almost taken the place of the second martini at lunch.

Incidentally, Needham, Louis & Brorby this week stiffarmed reports that it was probing for a splice with Benton & Bowles. Not long ago its name was linked with BBDO.

The tv networks have now got to the stage of sending out studies to the tradepapers rebutting a research release which the grapevine tells them is coming from a competitive network.

A memo attached to one of these rebuttals this week noted:

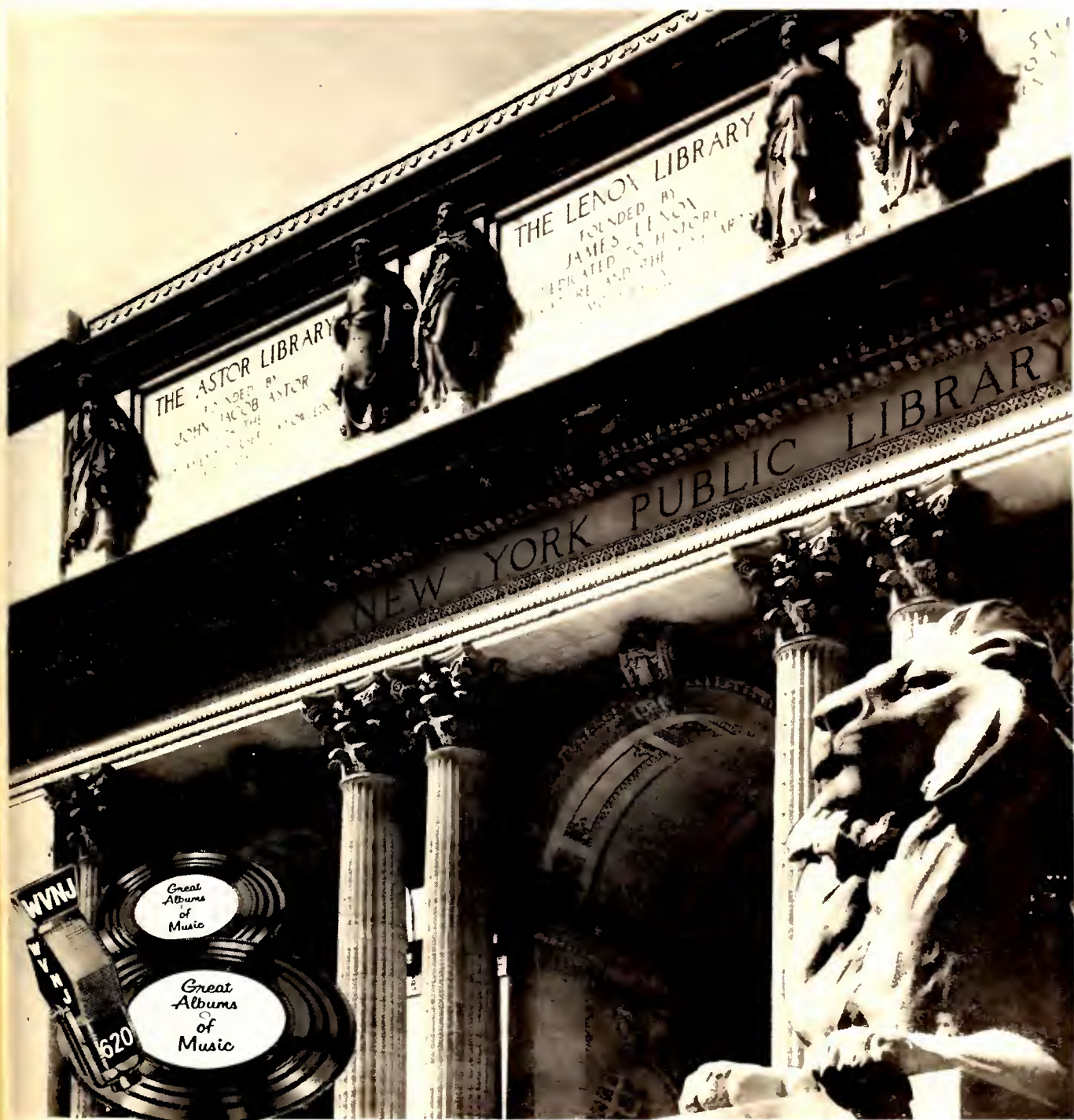
"We think it significant enough to put at your disposal as background information should (the competitive network) try to plant the story with your publication."

CONCEPTS THAT DIDN'T JELL IN 1958:

- BBDO's proposal that a tv network set aside a weekly mid-evening hour for four different advertisers to use for high-grade programing during the month.
- Wayne King staging a radio comeback via c.t.'s in behalf of Lady Esther.

THINGS YOU CAN EXPECT TO HAPPEN IN 1959:

- A timebuyer's estimator to miscalculate the cost 1,000 with the result that the competitive station will mutter, "Somebody's off his rocker."
- A rep salesman on sitting down with a timebuyer discovers that he didn't bring along with him the requested availabilities or a study his people had put together.
- A visiting station manager overstays the timebuyer's graciousness and the rep with him begins to worry whether the faux pas will be held against him.
- Formula buying—with rating points the chief escape prop—will dominate media activity and not this criterion: Will it move goods?
- Esty will caution stations about the propinquity of certain types of products.



Nothing else like it in Greater New York

NOTHING APPROACHES THE SOUND:

WVNJ originated the programming concept of Great Albums of Music. It is the only radio station in the metropolitan area that plays just Great Albums of Music from sign on to sign off every single day of the year.

NOTHING APPROACHES THE AUDIENCE:

The very nature of the music makes the audience preponderantly adult. It's a rich audience, too. In one of the

wealthiest counties of America (Essex—with its million plus population) — WVNJ dominates in audience — in quality of audience — and in prestige.

NOTHING APPROACHES ITS VALUE:

WVNJ delivers its adult, able-to-buy greater New York audience for less cost per thousand homes than any other station in the market. By every reasoning it's your very best buy.

RADIO STATION OF *The Network News* — national rep: Broadcast Time Sales • New York, N. Y. • MU 4-6740

WVNJ

Newark, N. J.— covering New York and New Jersey

How do you overcome the top-50

With many advertisers feeling that only "top 50" spot schedules are efficient, reps tell how they are selling the smaller markets.

Richard O'Connell, president, *Richard O'Connell, Inc., New York*

This is a question with indeed a tremendous variation of answers and is often heralded with the opinions of



Small station must be better

as many people as are asked the question.

The problem of selling national spot radio in medium and small sized markets was created by the love affair between national products and the top 50 to 75 markets of the country. The love affair is now a torrid romance in the top 25 markets of the U.S., so indeed it is a problem for those medium-sized and smaller markets to woo the affections of the national product brand manager and/or advertising manager, and, accordingly his advertising agency.

Using the first things first rule, the inclusion of a medium or small size market in the advertising plans of a product must be inspired locally through the distributor, the broker, district manager and/or all three of them. In today's picture the district manager of a given product has become more important than ever in media planning. The station that does not get to know his area representatives for the many national products sold in his area, can have little hope of garnering any dollars from the national spot field. This is no longer a suggestion, but a MUST. The rep-

resentative plays an important role in this technique in that he should be advised immediately of all contacts and meetings between station personnel and area product representatives. It is his function, then, to advise the agency and to help sell them on the idea, else the station may find that the agency, who lives with the client day in and day out and who may disagree with the area representatives' ideas has had much time to talk the client out of whatever the area representative may have talked him in to. Therefore, the cardinal prerequisite in selling a medium or smaller size market in the national field is to have a complete two-way street between station and rep, carrying the story to *all levels* of client and agency decision-makers.

Another very helpful suggestion to those stations in medium and smaller sized markets is to do everything within their power to simplify the purchase of their market, especially where rate structures are concerned, because no agency is interested in spending the time to buy a small market with a complicated rate structure when he has to spend an equal amount of time dealing with an equally complicated structure in a major market. For the most part, we find major markets as backward as the medium-sized and smaller markets when it comes to the modernization of rate structures. If all small markets make this their rule of thumb, we feel it would help them in capturing further spot dollars. It is also true to say that this applies to the large markets as well.

Finally, and of equal importance is the necessity for the smaller station operator to keep material on his station updated. Trying to sell a small or medium-sized market, using 1950 census and a 1954 rating survey is a waste of time for all, especially the agency, so if you're a small guy you're almost in the position of having to be better than the big guy. *It was ever thus!!!*

Don Waterbury, national sales mgr., *Rambeau, Vance, Hopple, Inc., New York*

In apportioning media budgets, nation advertisers, in most cases, are guided by sales figures for the previous sales periods. The smaller the market, the larger the share a given product must have, in order to reach a gross sales figure that will justify an advertising expenditure. This system, sound as it may be, obviously penalizes the smaller markets—including markets which are doing a better job, percentage-wise, of moving a product than larger cities which get the business.

Ironically, an advertiser buying a one, two or three station market has much greater opportunity of achieving a dominant share of the market for his product, then he would in a major metropolitan area. This is true for a number of reasons:

- 1) There are not as many brands competing in a product category.
- 2) Potent in-store displays, and other merchandising aids, are much more easily arranged because of less competition from allied media and the much greater probability that the station management and retailers enjoy a personal relationship.



Small stations must sell harder

Furthermore, with fewer competing radio stations, it is probable that your buy will net a larger share of audience than in multi-station markets.

I have found the most successful methods of getting national dollars into a smaller market is for station management to make contact with the broker's wholesalers and jobbers on a local level. A broker in a small market feels that his job is just as tough as it is for a broker in a larger mar-

market psychology?

ket. "Mom and Pop" store are everywhere, and getting Mom and Pop to take that extra case is tough no matter where they are located.

The small town broker, apprised of the fact that his counterpart 90 miles down the highway in a market twice the size of his is getting advertising help, while he gets none, is going to raise all kinds of you-know-what the next time the company salesman comes into town.

The representative salesman must furnish station management with information of accounts breaking in similar and larger markets in the region. Then he participates in a two-pronged attack: the station men working on the local broker and the representative salesman selling the agency buyer.

Here's an actual case in point concerning a group of automobile dealers who are in the fringe county of a dealer's association. The association fostered extensive and expensive tv campaigns in the major market with the association's boundaries, but there was no penetration into the county in question. Our company contacted a dealer who was on the advertising committee, and discovered that each dealer pays an advertising fee for each car he receives. We informed the dealers in this non-covered county. He went into action, and so did we. The dealers in this county are now going to get their money's worth.

Carl L. Schuele, general manager,
Broadcast Time Sales, New York

While Broadcast Time Sales is mainly a major market representative with stations in the top 25 markets, we do have some stations in markets out of top 50.

We have attacked the problems of these stations and their markets aggressively.

The Thoms radio stations in North Carolina are all in markets not in the top 50. Individually these are all fine stations and do well in getting

their share of the national spot radio money that goes into their markets. But, of course, there is a tendency for many national advertisers to overlook these secondary markets for radio.



National advertisers need local stations

This, as a matter of fact, is why SPONSOR wants this question answered.

First, we realize that in secondary markets there is less competition from other media: fewer television stations, fewer newspapers, and less magazine circulation. So we are convinced that important national advertisers really need strong local radio stations in these markets to effectively sell their products. Consequently the Broadcast Time Salesman is proud to recommend to a timebuyer, or even an account executive, that such a market should be included in radio plans.

Second, we, together with the management of Thoms Radio, have put the North Carolina stations into a unified group. This makes them—combined—a big market. They cover more than 4,000,000 people and that is more people than live in the fifth largest market, Detroit. In addition, this Thoms Group of North Carolina is sold with one billing source and with a combination discount.

Since these are excellent stations in themselves, when they are combined as a single buy to cover the homes of 4,000,000 people, it is a dramatic and important story. This story is so important that we take it not just to timebuyers, but also to media directors, account executives and advertising managers.

Frankly, the response we've gotten has been so heartening that we are completely convinced that this is the
(Cont'd next page)



in
**WILKES-BARRE
HAZLETON**

WILK

Leads all other
WILKES-BARRE Stations
with

**GREATEST
LISTENERSHIP**

in 65 of the 72 ¼ hours
from 6 A.M. to Midnight
(Pulse September—1958)

STATION	1st	Tie
WILK	65	5
Sta. B	2	5
Sta. C	0	0

For the best
Inside Coverage
of
**PENNSYLVANIA'S
3rd LARGEST
MARKET**
you must
use

WILK

**WILKES-BARRE
PA.**

Call
EVERY-KNODEL
for details

proper way to sell good stations in secondary markets of importance. I would add, however, one word of caution to others who might try the same strategy: I doubt that this combining of stations would be really effective unless all the stations were really good advertising vehicles.

We feel we are lucky because the Thoms stations of North Carolina meet these requirements with flying colors.

Bob Dore, Bob Dore Associates, N. Y.

A buyer at one of the larger radio accounts recently said, "Radio stations are in the advertising business and yet most of them do not know how to promote their own facilities, and they're reluctant to spend their own advertising dollars. Some of the printed material attached to availa-



Plan to get those ad dollars

bilities that come across my desk are so poorly written that I get the idea that the station can't do much better for a product on the air," he concluded.

There are plenty of national dollars waiting for radio stations not in the first 50 markets. But the station must aggressively plan to get those dollars, and must work closely with its rep to sell the market as well as the station. Here are some suggestions:

Advertise the market as well as the station. . . . Run a consistent campaign in the trade journals selling the importance of the market as well as the station. WNAX in Yankton, South Dakota, a small town, did just that and many of the larger campaigns have a budget allocated to Yankton.

Compile available market information. . . . Gather all of the existing market information available for your area from the Chambers of Commerce, local business organizations, census reports, Nielsen, Hooper and Pulse reports, Standard Rate & Data, Sales Management and other sources. Prepare an attractive, colorful brochure compiling such information, using charts and graphs rather than

large blocks of copy. Periodically send such material to agency people. Provide a sufficient number of such brochures to your representatives so he can send out mailings to buyers, media directors, etc., and attach them to availabilities.

Contact dealers, distributors and brokers. . . . Most stations don't do this because such sales activity is not productive of immediate business at the time of the contact. Dealers, distributors and brokers can usually exert sufficient pressure at the account level to get the market put on the list, and in some instances get a specific allocation for a particular station. When a station makes such contacts, advise your rep so the rep salesman can make the appropriate contacts at the agency level.

Set up a realistic merchandising program. . . . Unless a station has a clearly defined merchandising program, the rep's usual phrase that the "station will set up a merchandising program based upon the budget" falls on deaf ears. It means absolutely nothing. Stations with a definite and concrete merchandising plan are given serious consideration by agency buyers because it is known at the time of the buy how many stores will be visited, how many displays set up, local ads run, etc. Several accounts buy stations with aggressive merchandising plans primarily for the merchandising!

Program to get the ratings. . . . Most stations play the same tunes, paraphrase the same news and echo back the same weather reports. The station that gets the largest audience is the one with the "alive" sound. Cut down a lot of the chatter, it's dead air. Select tunes which have a wide listening appeal. Run station "promos" either in the form of

jingles or some other "live" sound selling the call letters. Create an awareness of your station in your own market. Don't be lulled into a sense of false security that you have the best station and everybody listens. Radio listeners are fickle. Sell your call letters on the air, and with printed media . . . so when the rating gal calls or visits the area, your station will get a fair break. Remember that ratings are created—they just don't happen.

Don't cut your rate. . . . Have one rate for similar accounts and don't offer a lower rate to account representatives who visit the station. The whole advertising business is one big family. Word gets around very quickly about deals that can be secured from a station and when that does happen . . . agency buyers are reluctant to buy the station for fear of being called to the front office to explain why they paid more than other accounts using the station. Radio stations are cutting their own throats with two-faced rate policies. Sell results—not price.

Monitor your competition. . . . Make sure you know what the other stations have on the air. Compile a list of all local accounts for your rep, to let him know that most of the local business men who base their decision on their own listening habits and sales results, use the station. Compile a list of all national accounts in your market for your rep. If you think the ratings are not truly representative of your listening audience, see that your rep calls on the buyers of all of those accounts.

The plan to get national advertising dollars can be compared to an electrical magnet. The more "charge" you put into the plan, the more you'll pick up.

THE NATION'S MOST SUCCESSFUL REGIONAL NETWORK

IMN-PACT

WITH THE

INTER MOUNTAIN NETWORK

Intermountain Network Affiliate

KOPR

BUTTE, MONTANA—1,000 WATTS AT 550

IS FIRST*

In the 9 county area of

THE RICHEST HILL ON EARTH

*PULSE Feb. 1958

HEADQUARTERS: SALT LAKE CITY • DENVER ~ CONTACT YOUR AVERY-KNODEL MAN

(Cont'd from page 27)

imagination of their audience."

A timebuyer might ask, "What made a station like KPRC turn to Dr. Dichter for a motivational study? A lot of radio buying is still by the numbers, let's face it. So why this interest in a station's personality and in audience psychology?"

The answer to this—to the relationship between station personality and its ratings or audience composition—is explained by Dr. Koeves in the motivational report to KPRC:

"When we speak of the personality of a radio station or of any other medium or even any product," writes Dr. Koeves, "essentially we are speaking of the same kinds of judgments we bring into our contacts with human beings. We assign to the station certain qualities and characteristics. Mainly, we expect a certain typical behavior in any given situation.

"The question of personality is extremely important for every radio station and for every other product as well. Just as an example, blind-fold tests at our Institute have proven that most consumers are unable to differentiate among a number of cigarette or beer brands; and yet, each respondent affirms that he has his own favorite brand which he has selected for very definite differentials in taste and other qualities.

"By the same token," Dr. Koeves continues, "the moment you tune in on a certain radio station, you have already prepared yourself for a certain type of experience. More than that, if it is your favorite station, unconsciously you have already projected a part of your own personality into the action of tuning in. By the mere fact of preferring to listen to KPRC or KILT or some other Houston station, you have made a statement about yourself.

"The whole listening experience, as well as the commercial effectiveness of a station, is thus deeply influenced by what the personality of the station is felt to be by individuals and by the community."

In selecting its Houston sample, the Institute picked only regular radio listeners; to make sure that answers would not be distorted—only those who spent not more than 30% of their time with KPRC.

Media studies at the Institute reveal that there is no such thing as a CBS or NBC listener, or *Times* reader, or *Reader's Digest* reader in the sense of a fan who only reads and dotes upon that station or that magazine. The *Times* reader reads other publications, the NBC listener or viewer is exposed to other networks. However, if someone is selected for a depth survey who states a preference for a particular station then that person becomes a true part of the profile of that station's devotees.

SUN DRUG FIGHTS BACK

(Cont'd from page 31)

• *Billfolds* also soloed in a two-man spot, humorous-straight, opening with *Dragnet*-type lead, broken by cash register sound effect as spot switches to straight sell, pushing billfolds for "boys at the office," implying ideal gift for business associates or anyone you more or less have to give a gift to.

While d.j.'s Henry DaBecco, Roy Elwell and Dave Scott were recording these spots, the Sun Drug and Top Value people were working out details of combating the supply problem. All 46 stores would watch levels closely and be prepared to report each morning to assistant ad manager Hume on their supply. If a sell-out was imminent at any store in the city, store supervisors with a surplus of that item would transfer it to the other store. This would not only avoid the customer annoyance of not finding the item stocked, but would enable an over-all, sell-out trend to remain just that, exhausting each store's supply uniformly.

This transfer by store managers might work smoothly in the city, but stand-by personnel had to be available to deliver items to outlying locations. Similarly, stand-by items had to be selected to replace sell-out items, and the station had to be primed with copy points.

With the stage set, the promotion broke Wednesday morning, 17 December. Early in the game, the advance planning paid off. By mid-morning Thursday, Hume's store checks in the city alone revealed a potential sell-out of the 1,200 snow brush kits by nightfall. In order to make it a reality, the supply at each store was checked and the transfer of

merchandise completed by mid-afternoon of the same day.

Simultaneously, the station was given a cut-off on the kit commercials. Commercial for the new item—Westinghouse flash bulbs—had to incorporate the pocket radio, which shared the spot with the sold-out kit. Both were pitched "for people you might have forgotten," and the first spot—live—was on the air by 10:30 a.m. Friday morning. These spots were done live for the balance of the promotion.

The pocket radio was the next item to hit the critical list. Friday morning's store check revealed that the supply of 800 would very likely be exhausted by Saturday. The problem here was one of re-supply. The weekend was devoted to moving radios from the warehouse to all 46 stores in proportions estimated about right to ride through the Tuesday close-out.

By Sunday, all hands were helping with the re-supply operations. Not only company executives (see photo page 31) but station personnel—sales manager Bob Thompson, program and sales coordinator John Gibbs—were pitching in using their cars.

When the smoke cleared with all items nearly or completely sold out, ad manager Harold Perry evaluated the results of the promotion. He sees its success as a major stimulus in maintaining the drug chain's volume percentage increase at a figure comparable to market increases generally among competitors.

This was the purpose of the promotion—to combat the year-end spurt that gives the discount house its big sales advantage.

Heretofore, Sun Drug's radio advertising had been confined to co-op arrangements with major pharmaceutical houses, Top Value's use of radio to creating awareness of its stamps and plugging member retailers, among them Sun Drug.

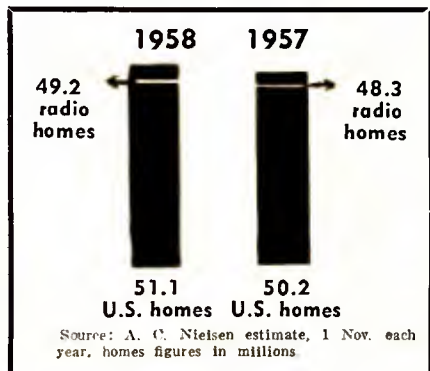
But executives of both companies see in these strong results of item advertising on radio a new weapon against their two biggest threats: (1) underselling of discount houses, (2) credit in department stores.

The fact that the two companies held their own volume-wise during the big season for both discount houses and department stores points to increased use of radio as a way of meeting their diverse competition.

Facts & figures about radio today

1. CURRENT RADIO DIMENSIONS

Radio homes index



Radio station index

End of November 1958				
	Stations on air	CPs not on air	New station requests	New station* bids in hearing
Am	3315	108	456	114
Fm	571	115	31	29
End of November 1957				
Am	3180	109	374	116
Fm	537	51	32	9

Source: FCC monthly reports, commercial stations. *October each year.

Radio set index

Set location	1958	1957
Home	95,400,000	90,000,000
Auto	37,200,000	35,000,000
Public places	10,000,000*	10,000,000
Total	142,600,000	135,000,000

Source: RAB, 1 July 1958, 1 July 1957, sets in working order. *No new information.

Radio set sales index

Type	Oct. 1958	Oct. 1957	10 Months 1958	10 Months 1957
Home	743,368	923,849	5,647,044	6,764,221
Auto	296,067	522,746	2,679,618	4,362,091
Total	1,039,435	1,446,595	8,326,662	11,126,312

Source: Electronic Industries Assn. (formerly RETMA). Home figures are retail sales, auto figures are factory production.

2. CURRENT LISTENING PATTERNS

Average daily hours in-home radio usage per home by day part

October 1958

Morning		Afternoon		Night	
6-9 a.m.	.34 hrs. or 20 min.	Noon-3 p.m.	.37 hrs. or 22 min.	6-9 p.m.	.24 hrs. or 14 min
9 a.m.-Noon	.42 hrs. or 25 min.	3-6 p.m.	.29 hrs. or 17 min.	9 p.m.-Mid.	.15 hrs. or 9 min
Total	.75 hrs. or 45 min.	Total	.65 hrs. or 39 min.	Total	.39 hrs. or 23 min

January-February 1957

6 a.m.-Noon	.85 hrs. or 51 min.	Noon-6 p.m.	.77 hrs. or 46 min.	6 p.m.-6 a.m.	.65 hrs. or 39 min
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The material above is based on Nielsen Radio Index, covers in-home listening only. Morning and afternoon figures are for Monday through Friday. Nighttime figures are for Sunday

through Saturday. The totals for October 1958 are comparable to the January-February 1957 figures except that the latter also covers post-midnight listening. Times are Eastern zone

YOUR 1959 BUSINESS WILL BE UP

because you'll get more of it if you read

SPONSOR's 12th annual

FALL FACTS BASICS

38 pages on **Marketing** with 15 pages of BASICS charts

86 pages on **Radio** with 15 pages of BASICS charts

78 pages on **Television** with 18 pages of BASICS charts

17 pages on **Film** with four pages of BASICS charts

Full copies of Fall Facts BASICS available for \$1

Reprints of the popular BASICS charts sections:

16 pages on Marketing	}	1 TO 9	35 cents each
16 pages on Radio		10 TO 49	25 cents each
24 pages on Tv and Film		50 TO 99	20 cents each
		100 TO 499	15 cents each
		500 TO 999	12½ cents each
		1,000 OR MORE	10 cents each

Prices include postage

For fast delivery, use the coupon below:

Readers' Service, SPONSOR, 40 E. 49 St., New York 17, N. Y.

Please send me the following reprints from Fall Facts BASICS.

	Check or cash enclosed	Bill me	
Section	Quantity desired	Unit price	Total amount
Marketing
Radio
Television-Film

Full copy of Fall Facts BASICS—\$1

Name _____

Company _____

Address _____

ADVERTISERS

In a step to reach a goal of \$60-\$70 million in gross sales, the B. T. Babbitt Co. has gained control of Charles Antell.

The joint agreement called for Babbitt to purchase the cash assets, trade names and trade marks of Charles Antell, Inc. and to purchase Charles Antell, Ltd. of Canada.

A. N. LaBelle has been elected a v.p. of Babbitt, in charge of the new Antell division, which will manufacture and market Formula 9 Hair Conditioners, Liquid Shampoos, Hair Sprays and the newest products—Vita Yums and Vita Pops.

Piel's Beer continues to cop the list of favorite tv commercials, according to the November, 1958 listing by ARB.

Other favorites:

- 2) Maypo
- 3) Hamms Beer
- 4) Alka Seltzer
- 5) Dodge
- 6) Seven-Up
- 7) Falstaff Beer
- 8) Chesterfield
- 9) Burgermeister Beer
- 10) Ford

Campaign:

This week marks the launching of Gaines' new product, **New Gaines Meal**. The campaign includes 10-second I.D. tv spots—14 per market per week, and commercials on the *Ann Sothorn*, *Zane Grey* and *December Bride* shows—CBS TV. A note about the commercial: It took 93 dogs seven hours to be posed for a 10-second scene. Agency: B&B.

Strictly personnel: John Morris-

sey has joined Miles Products Division of Miles Labs as an assistant advertising manager . . . **John Bull** has resigned as executive v.p. of Sorenson Advertising, Chicago, to join Reynolds Metals Co. as a consultant in marketing and product development . . . **William Caskey**, executive v.p. of WPEN, Philadelphia, has been elected to the board of directors of the Sun Ray Drug Company.

AGENCIES

Leo Burnett, Inc., Chicago-based agency just passing the \$100 million mark in billings, realigned its top-level management last week.

The changes:

Leo Burnett continues as chairman of the board and top officer of the agency; **Richard Heath** moves up to chairman of the executive committee, responsible for agency management.

W. T. Young, Jr., an executive v.p., has been promoted to president.

WRAP-UP

NEWS & IDEAS

PICTURES

Brother it's cold out—2.6° below freezing; Daring the weather: (l to r) Bob Cheyne, sales promotion director, WHDH-TV, Boston; John Cohen, U. S. Weather Bureau; Sam Stein, of Boston's L Street Health Club; Bob Webber, Skin Diving Club and Anthony Galluccio, L Street, as part of WHDH-TV's *Sea Hunt* promotion

It's a submarine! Philip Schaeffer, art director for WSAZ-TV, Huntington, W. Va., puts the finishing touches to the little "Y-IC-3" submarine that plans to make a trip under the South Pole, via that station's *Spinach Playhouse*. Submarine will also be displayed in leading department stores throughout the station's coverage area



On location at the filming of Screen Gems' new syndicated series *Stakeout*, in Biscayne Bay, are Walter Matthau (l), star and Ben Colman, S.G.'s Eastern area sales manager. Screen Gems combined three-day sales meeting with start of filming series based on Fla. Sheriffs Bureau

He will primarily coordinate the agency's creative output, marketing services and the work of the account staff.

DeWitt O'Kieffe, a director and one of the founders of the company, has been elected senior v.p.; **Draper Daniels** to executive v.p. in charge of creative services; **Joseph Greeley**, to executive v.p. heading marketing services; **Philip Schaff, Jr.**, executive v.p. for administration and finance, also elected to the board of directors; and **Edward Thiele**, v.p. and director, named senior account supervisor.

Another Chicago-based agency naming top level appointments:

Keyes, Madden & Jones, the 39th ranking air agency (See "Top 50 Air Agencies" 27 December SPONSOR, page 27), has this new officer set-up:

Howard Jones, formerly executive v.p., has been elected president; **Harry Goldsmith, Jr.**, from senior v.p. to executive v.p.; **Lee Marshall**, to senior v.p.; and **Dale Mehrhoff**, to v.p.

New members of the board of directors include: **Harry Goldsmith, Jr.**; **Lee Marshall** and **Fred Willson**. **Freeman Keyes** continues as chairman.

Agency appointments: The Hertz Corp., for its truck and car leasing advertising, billing about \$1 million, to **Needham, Louis & Brorby**. Campbell-Ewald, Hertz' agency since 1928, continues to handle the car rental segment of the account and FCB, the plane renting . . . Lucky Tiger Manufacturing Co., Kansas City, to **Gardner Advertising** . . . Lake States Imports, Inc., distributor of the Renault in seven midwestern states, to **Tilds & Cantz**, Los Angeles.

On the personnel front: **Hugh Lucas** and **Kensinger Jones**, both of the tv/radio departments, appointed v.p.'s of Campbell-Ewald . . . **Roy Stewart**, to direct the media and research department of The Brady Co., Appleton, Wis. . . . **Charles Anderson, Jr.**, named writer-producer in

the radio tv department of Comstock & Co., Buffalo.

ASSOCIATIONS

Latest happenings at the NAB:

- The AM Radio committee urged the Association to reaffirm its stand against liquor advertising on the air, during its winter meeting, 2-6 February. The group also supported increasing the annual radio observance to one month this year.

- Its latest campaign, "Look for a room with a radio" has stations using about 29 spots per week to plug it, and formal pledges of support from two state broadcasting associations—Tennessee and New Jersey.

- NBC's **Robert Sarnoff** will receive the Association's 1959 Keynote Award for Distinguished Service during its convention in Chicago, 16 March.

And here are some of the RAB's latest activities:

- **John Hardesty**, v.p. and gen-

At a kick-off luncheon celebrating the affiliation of the new Storz station KOMA, Oklahoma City with NBC are speaker **Todd Storz**, president of the Storz stations; **Matthew J. Culligan**, executive v.p. of NBC and **Mrs. Todd Storz**. Luncheon was to acquaint local merchants and agencies with station's new programming policy



Another luncheon, another place: At the second annual joint pre-Christmas party sponsored by the Broadcast Advertising Club of Chicago and Chicago Unlimited: (l to r) **Paul McCleur**, **Geoffrey Wade Advertising**; **Holly Shively**, EWR&R, secretary BAC; **James Beach**, ABC, president BAC; and **Pete DeMet**, sports packager



To promote the show while New Yorkers were paperless, this 100-year-old stage coach rode around city, wishing all a "Merry Christmas" from **Dick Powell's Zane Grey Theatre** (CBS TV)



Mr. and Mrs. Santa Claus hand out Christmas gifts at a party sponsored by the Scranton Times and its station, WEJL, for 200 kids from Lackawanna County Society for crippled children



eral manager, warned the ice cream manufacturers industry meeting in Chicago, that advertising can never reach maturity if non-experienced company executives continue to overrule agency decisions. He attacked top-level management for an "ivory tower" attitude when claiming extensive knowledge of advertising tactics.

• Additional plans committee members include: F. H. Brinkley, of Ottaway Radio Stations; Benedict Gimbel, Jr., WIP, Philadelphia; Tom Harrell, WSTP, Salisbury, N. C.; Albert Johnson, KENS, San Antonio; Bob Eastman, of Robert E. Eastman station reps; and Russell Woodward of PGW.

Meeting plans: The ninth annual conference of the **Western States Advertising Agencies Associations** will be held in Palm Springs 23-25 April. Convention theme: New dimensions in advertising.

Kudos: These Los Angeles advertising executives received awards from the **Advertising Council** for

their contributions to the national welfare: James Barnett, of Rexall Drug Co.; Arthur Bailey, of FC&B and Russell Eller, of Sunkist Growers, Inc. . . . The Civil Service Commission's diamond anniversary award plaque, to **Harold Fellows**, NAB president.

They were elected:

At the Advertising Research Foundation, **Ben Donaldson**, consultant at Ford, chairman; **Arno Johnson**, v.p., JWT, vice-chairman; **Frank Mansfield**, director of marketing research, Sylvania, treasurer.

At the Advertising Federation of America, **Robert Lusk**, president of B&B and **Arthur Motley**, president of Parade publications, to the board of directors.

FILM

Starting off the new year are two developments involving production of film programs in Europe for American tv.

They are:

• J. Arthur Rank's agreement with ITC to produce *Interpol Calling*, a 39-episode international police series budgeted at \$1.4 million and scheduled to start filming in February.

• Gross-Krasne-Sillerman's shooting of *Fate*, a dramatic anthology, partly in Europe under supervision of GKS foreign executive producer Donald Hyde. (Some episodes will also be made in Hollywood.)

Sales report: Ziv's 1958 sales were 32% ahead of 1957 volume, according to v.p. M. J. Rifkin. During the year, 25 account executives were added to Ziv's selling force, already regarded as the largest in the industry.

Ziv sales included the following:

• Network sales of *Bat Masterson* (NBC) and *Rough Riders* (ABC).

• Syndication sale of *Highway Patrol* (4th year), *Sea Hunt* (1st and 2nd year), *Target*, *Dial 999*, *MacKenzie's Raiders* and *Bold Venture*.

More sales: NTA's *Dream Package* of 85 feature films reported sold to WMAL-TV, Washington, D. C.; KTVU, Oakland; WJAR-TV, Providence; WHBF-TV, Rock Island; KONO-TV, San Antonio; WJRT-TV, Flint; WHO-TV, Des Moines; WMT-TV, Cedar Rapids; KROC-TV, Rochester, Minn.; WINK-TV, Ft. Meyers; KOAM-TV, Pittsburg, Kan.; KFYR-TV, Bismarck, N. D., and KWRB-TV, Riverton.

NBC stations' color: CNP's Camco Theater is carried in color in six of the nation's ten largest tv markets. Five of these—New York, Chicago, Philadelphia, San Francisco and Washington—are NBC stations, plus WHDH-TV, Boston (ABC).

NTA expansions: Henry D. Long will head the new San Francisco office of NTA . . . Samuel Gang named NTA foreign sales manager

Promotion: Two promotions on behalf of *Bat Masterson* were (1) a five city tour by star Gene Barry in New York and New England and (2)

YOURS FOR INSPIRATION, KNOW-HOW AND NEW RADIO ELECTRONICS KNOWLEDGE

Bigness has everything in the world to do with it when, each year, THE IRE NATIONAL CONVENTION and THE RADIO ENGINEERING SHOW is planned for you. Industries are only as big as you men who make them. And you have created a colossus that requires a Coliseum to show itself.

Come to see, to hear and to learn. Whatever your special interests—equipment, component parts, instruments or production—these 800 exhibits representing 80% of your industry's productive capacity are an INSPIRATION IN RADIO ELECTRONICS that will take you further along your personal path of progress.



THE IRE NATIONAL CONVENTION

Waldorf-Astoria Hotel

AND THE RADIO ENGINEERING SHOW

Coliseum, New York City

MARCH
23 • 24
25 • 26

THE INSTITUTE OF RADIO ENGINEERS

1 East 79th Street, New York 21, N. Y.

presentation of art work by Oliver French on the series to Gene Barry.

On the move: Arthur Spirt, former central division manager of ITC, has resigned.

Commercials: the Trans American Advertising Agency Network competition gave its 1958 first place award to the Art Crayon Company's tv commercial produced by Fiore Films of Jersey City, N. J.

Additional information: in re P&G's record-breaking buy of selective programming in Canada (see FILMSCOPE, 13 December, 1958), the following facts are also of interest:

1) S. W. Caldwell Ltd., Canadian agency for P&G, recommended the switch from CBC network to spot programming. P&G is Canada's biggest advertiser.

2) Handling the transaction were Jim MacDonald and Rafe Engel of P&G, Ken Page and Owen Duffy of Caldwell's tv film sales, and Gordon Keeble of S. W. Caldwell Ltd.

1957 (55)	8.2	2,983
1958 (61)	7.9	3,123

New network business and renewals: for ABC TV, Block Drug Co. (SSC&B) into *American Bandstand*; Boyle-Midway (JWT), for *Colt .45* and Frito Co. (DFS), for *The Lone Ranger* . . . Mutual reports that 35% of its 1958 roster of clients have renewed network contracts for this year, with 52-week campaigns ordered by Colgate, Ex-Lax and Hudson Vitamin Corp. . . . For CBS TV, *The Texan*, renewed by Brown & Williamson for the final 13 weeks of its 39-week run.

Network ideas: NBC Radio is sending out a ball-and-cup game to agencies and advertisers as part of its five-week campaign to promote its "Engineered Circulation" concept. The device, a cup on a stick and a wooden ball attached to a string, illustrates the campaign slogan—"the trick is in the timing."

Four mailing pieces to the client-agency list preceded the game.

Programming note: Jackie Gleason finished his half-hour weekly series on CBS TV for Lever and Pharmaceuticals last week, with plans, instead, to do four specials on the network during the 1959-1960 season.

This 'n' data: *Tv Guide* quotes James Hagerty, White House press secretary, as saying he is against any Congressional legislation that would compel radio and tv networks to yield time for live broadcasts any time the White House requests it, "except, of course, in time of national emergency."

NETWORKS

Maremont Muffler (Mar-Pro, Inc.) will be the first in its field to go network tv.

It's buying into the *Garroway* and *Paar* shows, starting February, on a 52-week basis.

The trend of network tv program audiences continues to rise, according to TvB's January-November report.

The first 11 months, 1958, show a 7% increase in average evening program audiences and a 5% jump in average daytime audience.

Here's a comparison of the growth in the number of homes reached for January through November of each year:

AVG. EVENING PROGRAM (NO.)	RATING (PSB)	HOMES (ADD 000)
1955 (133)	21.1%	5,939
1956 (136)	21.6	6,957
1957 (123)	22.3	8,282
1958 (124)	21.9	8,838

AVG. WEEKDAY

DAYTIME PROGRAM

1955 (46)	8.1%	2,275
1956 (50)	8.4	2,711

RADIO STATIONS

All radio and tv in 1957, according to FCC data just released, did \$1.5 billion, 6.1% over 1956.

Here are some highlights from the FCC's radio revenue report for 1957: ALL REVENUE FROM RADIO: \$517.9 million; 5.2% over 1956.

NATIONAL NETWORKS: \$51.7 million; 6.7% over 1956; operated at a loss.

NATIONAL AND REGIONAL NETWORKS PLUS 21 O&O STATIONS: \$73.4 million; 4.7% over 1956; no profit since expense equalled income.

SELL...

42%
of
BIRMINGHAM
on
WENN

Alabama's ONLY fulltime 100% Negro station • In Birmingham — the 31st market — 42% Negro • Top-rated Negro station consistently by Pulse-Hooper • The BEST way to the 260,000 Negroes of the Birmingham Metropolitan Area.

SELL

48% of JACKSON on **WOKJ**
39% of SHREVEPORT on **KOKA**
33% of LITTLE ROCK on **KOKY**

melendon **ebony radio**

YOU CAN'T MISS!
WITH
WEAU-TV
THE
BIG CHEESE

IN WISCONSIN

- The area with the HIGHEST industrial weekly wage in the state. (U.S. Employment Bureau)
- Serving the RICHEST farm counties in the Midwest with over 54,000 farm families.
- Serving the giant land of 3/4 million people and two million cows.

WEAU-TV Eau Claire, Wisconsin

See your Hollingbery Man in Minneapolis, see Bill Hurley

Hoodoo Ski Area in Oregon



Nearly 1/4 of Oregon's buying families watch

KVAL-TV
KPIC-TV

The only clear picture in the Eugene-Springfield-Roseburg market is on KVAL-KPIC. One order to your Hollingberry man or Art Moore and Associates (Portland-Seattle) covers both stations.

KVAL-TV Eugene
NBC Affiliate Channel **13**

KPIC-TV Roseburg • Channel 4
Satellite

IMPACT!



PROVED 3 WAYS AMERICA'S BEST TV BUY

ARB, May 1958 — highest rated station in America in markets of three or more stations.

Telepulse 1957 Year-End Review — highest rated station in America in markets of three or more stations for the entire year of 1957.

Telepulse, May 1958 — first in the market 91.3% of rated quarter-hours.



KROD-TV



CBS Television Network • Channel 4 • El Paso, Texas
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY
Dorance D. Roderick, Pres.; Val Lawrence, V.-Pres. and Gen. Mgr.

NATIONAL SPOT: \$169.5 million; 16.5% higher than 1956.

LOCAL SPOT: \$316.5 million; 6.3% over 1957.

STATIONS OTHER THAN O&O's: 3,143 reported \$444.4 million; 8.3% above 1956. Profits of these amounted to \$54.6 million; 11.9% above 1956. On the other side of the ledger there were 959 stations, 31.1% of all stations, who reported they lost money in 1957. In 1956 the ratio of losing stations was 29.3%. (See 6 September 1958 SPONSOR, page 67, for FCC's 1957 financial data.)

Ideas at work:

• **Gone abankin'?** To accommodate the Erie Union Bank's wish for Christmas music in their lobby, **WICU**, Erie, supplied the records—along with news, commercials and the whole station operation. Station also interviewed bankers and officials, and plugged the bank's Christmas Club—while the bank picked up the bill.

• **WISN**, Milwaukee, came up with a "hands down" winner in their contest offering \$100 to the person writing the station's call letters the most times on a post card. The winning number: 11,839 **WISN**'s.

• For salesmen only: **Jack Pyle**, d.j. on **WIP**, Philadelphia, found out that his daily noon-hours program doesn't attract an all-lady audience only. He suggested that traveling salesmen listening to him, send in money for a private salesmen's dinner—and 450 traveling salesmen showed up.

• **WPTR**, Albany-Schenectady-Troy, is airing Christmas carol chimes of every church in Tri-City area, which the station recorded. Different chimes are played between each popular music record.

This 'n' data: **WICE**, Providence, has set up a full-time merchandising and sales promotion department, headed by **John Murray, Jr.** The department plans include direct mailing for the sponsor and personal appearances of station's stars . . . Consultant appointed: **Lawrence B. Taylor, Inc.**, Burlingame, Cal., has established a broadcasting division to service radio and tv station management. **J. G. Paltridge** becomes director of this consulting division.

They were awarded: **Bud Clark**, newscaster on **WIL**, St. Louis, pre-

sented with the Missouri Associated Press News Coverage Award . . . **KSFO**, San Francisco, for its blood appeal, honored by the Fraternal Order of Eagles . . . **Dewey Compton**, farm director of **KTRH & KTRK-TV**, Houston, winner of the American Farm Bureau Federation's award for reporting . . . **WKAP**, Allentown, Pa., won the Meritorious Service Award for 4-H at the annual banquet of the Lehigh County Agricultural Extension Service.

Anniversary note: **WBCB**, Levittown, Pa., celebrated its first birthday with an open house party that included remote broadcasts, fashion and variety shows and dancing for the 8,000 guests.

Station staffers: **Robert Kindred**, appointed general manager of **KJBS**, San Francisco . . . **Eddie Newman**, to program director of **WDAS**, Philadelphia . . . **Warren Blackmon**, to the executive staff at **WVCG**, Coral Gables . . . **James Pigg**, named farm director at **WBAP**, Ft. Worth . . . **Jack Kroeck**, farm director, **WDAF**, Kansas City . . . **Arnold Peterson**, farm service director, **WOW**, Omaha . . . **Thomas Carr**, to director of public relations at **WBAL**, Baltimore . . . **George Pardon**, to the sales staff at **KFMB**, San Diego, as account executive.

RESEARCH

Pulse's Dr. Sidney Roslow told the **Washington Ad Club** this week that a single audit bureau for tv would be disastrous.

His basic argument: Tv is a dynamic medium and should be measured by as many means as possible. Look at what has happened to the newspapers. They've confined themselves to a single yardstick, the ABC. Population and income has gone up at a fast rate but the total number of newspapers have declined.

Noted **Dr. Roslow**: The more head and mind counting—that is, competitive research—the better it is for a medium.

M. A. Wallach Research, Inc., has its interviewers using **IBM Port-a-Punches** to create punched research cards while an interview is being conducted.

Designed for on-the-spot punching, it is being used by the company's new tv group—T.P.I. Ratings, Inc.

Strictly personnel: Ernest Fanning, named to the newly created post of executive assistant to the general manager for diary reports, and Stephen Salonites, to the New York sales staff of the ARB . . . Richard Wolden, to the client service staff of the Menlo Park, Cal., branch of Nielsen . . . Sidney Rowland, to research associate at Special Studies, Inc.

TV STATIONS

The Empire State Building, which transmits from its tower all seven New York tv stations, can make this boast:

It's the first skyscraper to buy tv to advertise itself. Specifically, the thing it's selling is more tourism for its observatories.

WRCA TV has the business—20-second spots.

Promotion and merchandising note: Top winners of NBC TV's \$25,500 daytime program promotion contest were **Dean Faulkner**, promotion manager of KOA-TV, Denver, and **Peggy Cooper**, of WITN, Washington, N. C. Other winners: **Arthur Garland**, WRGB, Schenectady; **John Hurlbut**, WFBM-TV, Indianapolis; **Frank Reynolds**, KFSD-TV, San Diego; **Kirt Harris**, KPRC, Houston, and **Dick Paul**, WBRE-TV, Wilkes-Barre.

Ideas at work:

• **WTAE**, Pittsburgh, tied in with Santa in multiple ways; via special ID slide. 17-foot cutout on roof of studio-offices. Christmas card tying in with station's ad-promotion theme: Take TAE and See".

• **KTTS-TV**, Springfield, Mo. conducted a "Why I like Gunsmoke" contest in conjunction with the 6 December *Tv Guide* cover story on James Arness. Prize to the best answerer: An autographed dye transfer of the magazine's cover.

Construction note: **WXYZ-TV**, Detroit's new tower, a tall 1,073 feet, is now completed, and ready to begin transmitting the station's programs. The tower is nearly twice as tall as Detroit's tallest skyscraper.

Thisa 'n' data: **Arthur C. Nielsen**, president of A. C. Nielsen, and sports editor **John Carmichael** discussed ratings on **WBKB**, Chicago's *V.I.P.* show . . . Anniversary note: **WDSU-TV**, New Orleans, celebrated its 10th year by telecasting a "birthday party" in the form of an original musical comedy.

Kudos: **WTAE**, Pittsburgh, received its first public service award from the Boy Scouts of America for its hour-long *This Is Exploring* show . . . **John Wilner**, v.p. and director of engineering for radio and tv stations of the Hearst Corp., selected for the first engineering award given by the NAB.

New promotions at the Noe Enterprises (KNOE-AM & TV, Monroe, La., WNOE, New Orleans): **Paul Goldman**, to executive v.p. and general manager; **Ray Boyd**, v.p. and director of engineering; **Harry Arthur**, to v.p. and program director; **Jack Ansell, Jr.**, v.p. heading sales and promotion; **Ansel Smith**, v.p. and operations manager, and **Mac Ward**, v.p. and news director of the tv station; **Edd Routt**, named v.p. and general manager of the Monroe radio station.

More personnel news: **James E. Szabo**, named sales manager for **WABC-TV**, New York . . . **Kenneth Hanni**, to assistant to the president at Intermountain Broadcasting and Tv Corp. . . . **Merrill Panitt**, promoted to editor of *Tv Guide* . . . **Herbert Buck, Jr.**, also becomes program director of **WCTV**, Tallahassee, Fla. . . . **Edward Marsett**, to the staff of **KFMB-TV**, San Diego, as account executive . . . **Vernon Goldsmith**, to the press information department at **WNEW-TV**, New York.

Add personnel appointments: **Neal Edwards**, station manager of **KXAB-TV**, Aberdeen, S. D. . . . **Murray Tesser**, assistant manager, **WHNY-TV**, Springfield-Holyoke . . . **Howard Coleman**, to administrative assistant to the president, **Gross Telecasting, Inc.** . . . **Kenneth Wright**, to account executive and **Don Harris**, to assistant program director, **WPTA**, Ft. Wayne . . . **Taylor Lumpkin**, to the sales department, **WSB-TV**, Atlanta.

WALL STREET

(Con'd from page 29)

handed in planning, they found it hard work to handle the 600-700 callers who accepted the invitation the first afternoon and evening. Bache representatives asked callers to give their names and addresses and the stocks in which they were interested. A follow-up call was made on each the next day and this program has been very valuable in securing new customers and their business.

One stumbling block often mentioned in discussions of the continued use of these spot radio promotions is the necessity of keeping the regular personnel in the office to work nights. "The staff can't be asked to work on an emergency basis forever." "It is impossible to use outside help or a service to answer phone calls — it takes specialists to give the proper answers." These are typical of comments received:

Eastman Dillon, are definitely interested in continuing on a permanent basis, and will probably try a 13- or 26-week schedule as a starter.

John Ellis, who heads sales for Eastman Dillon, reports that since their advertising in the past has been mainly in newspapers, they will have to go slow in learning how to use radio. He mentioned the different response it brought—and that it had occurred under unusual circumstances. Ellis feels that the good will generated by his emergency program was well worth the cost, quite apart from any more tangible value. He cited the reputation his firm has as being one of the most aggressive in the business, and considers that the promotion has reinforced that reputation still further.

As Ellis sees it, his problem now is how to give listeners a sufficiently strong incentive to respond as vigorously as they did during the duration of strike.

In the past, Eastman Dillon newspaper advertising has had the job of filling in and mailing coupons asking for information. Now, if radio is employed and the response is likely to be instantaneous, new factors enter in, and the firm will have to feel out the best way to work with them. Watchers are confident it won't be a long wait in the majority of cases.

**FLORIDA BOUND
THIS WINTER**

**FORGET RATINGS AND
RELAX WITH THE AGENCY
AND STATION PEOPLE
WHO PREFER**

**VINCE CALLANAN'S
POPULAR**

**SEA JAY
MOTEL**

*on the Ocean in
BEAUTIFUL*

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**Tv and radio
NEWSMAKERS**



Joseph Stamler has been appointed v.p. of ABC and general manager of WABC-TV, New York. He has been with the flagship station for the past six years, spending his first three years as an account executive and then promoted to sales manager. Prior to joining WABC-TV, Stamler served as an account executive for WMGM, New York for two years, and before this, as sales manager of WNDR, Syracuse. He spent four years in the Air Force during W.W. II. Stamler is a graduate of Syracuse University.

Gordon Hellmann has been named director of sales development of Transcontinent Tv Corp. He formerly spent three and one-half years as director of sales promotion at TvB. Prior to this, Hellmann was director of sales presentations at CBS TV for five years. His background also includes advertising and promotion experience with K&E and ABC TV. In W.W. II, he served in the Pacific as a naval aviator. He is a graduate of Johns Hopkins University. Hellmann will operate out of TTC's New York office.



Murray C. Thomas has been elected v.p. in charge of media at Anderson & Cairns, Inc. He has been with A&C since 1952 following his association with D-F-S as manager of print media. Thomas also served as media director for Paris & Peart and as manager of market analysis for the Spool Cotton Co. He is a past president of the Media Buyers' Association. Other promotions at A&C: Everett Hencke, to v.p. heading art; Sherman Rogers, v.p. heading copy; Edmund Ridley, v.p. of agency relations.

William H. Grumbles was recently appointed vice president of RKO Teleradio Pictures, Inc. He will handle special assignments for RKO o&o radio/tv stations throughout the country. Beginning his radio career with WRUF, Gainesville while a student at the University of Florida, Grumbles moved after graduation to WJHP, Jacksonville. Subsequent to W.W. II, he joined WGCM, Gulfport and in 1947 became associated with WHQB, Memphis. He is vice president of the AFA of Memphis.



YOUR FUTURE IS GREAT IN A GROWING AMERICA



THE CITY THAT DIDN'T EXIST A MONTH AGO

Every 30 days the U. S. adds as many new Americans as live in Norfolk, Va.—creating brand-new wants and needs which must be satisfied.

What does this mean to you? It means greater opportunities than ever before—in all fields. Home construction is expected to double by 1975. Power companies plan to increase output 250% in the next 20 years to provide the power for scores of new labor-saving devices. Clothing suppliers predict a one-third increase in 7 years.

With 11,000 new citizen-consumers born every day, there's a new wave of opportunity coming.

7 BIG REASONS FOR CONFIDENCE IN AMERICA'S FUTURE

1. **More people** . . . Four million babies yearly. U. S. population has *doubled* in last 50 years! And our prosperity curve has always followed our population curve.
2. **More jobs** . . . Though employment in some areas has fallen off, there are *15 million* more jobs than in 1939—and there will be *22 million* more in 1975 than today.
3. **More income** . . . Family income after taxes is at an all-time high of \$5300—is expected to pass \$7000 by 1975.

4. **More production** . . . U. S. production *doubles* every 20 years. We will require millions more people to make, sell and distribute our products.

5. **More savings** . . . Individual savings are at highest level ever—*\$340 billion*—a record amount available for spending.

6. **More research** . . . *\$10 billion* spent each year will pay off in more jobs, better living, whole new industries.

7. **More needs** . . . In the next few years we will need *\$500 billion* worth of schools, highways, homes, durable equipment. Meeting these needs will create new opportunities for everyone.

Add them up and you have the makings of another big upswing. Wise planners, builders and buyers will act *now* to get ready for it.

FREE! Send for this new 24-page illustrated booklet, "Your Great Future in a Growing America." Every American should know these facts. Drop a card today to: ADVERTISING COUNCIL, Box 10, Midtown Station, New York 18, N. Y.



(This space contributed as a public service by this magazine.)

SPONSOR SPEAKS

Congratulations to RAB

Last month the Radio Advertising Bureau came up with two important radio "firsts"—the first spot radio dollar figures ever compiled by an industry trade association, and the first broadcast media expenditures ever released by a broadcast media source on a "net" rather than a "gross" basis.

For both these achievements RAB deserves the thanks and appreciation of the entire radio industry.

RAB's list of 51 top radio spot advertisers (with commendable caution RAB insists that they are not necessarily the top 51) was carried in the 27 December SPONSOR.

Its industry-by-industry breakdown, and a discussion of what these RAB figures mean, appears on page 32 of this issue. To Kevin Sweeney and his RAB staff, SPONSOR extends its heartiest congratulations for a much-needed and difficult job well done.

The RAB research cannot fail to impress media men, account executives and advertising managers who are planning 1959 campaigns, and thus will do much to increase the sales power behind radio spot.

The fact that the figures were difficult to compile, and estimate exactly reflects great credit also on RAB. Its research department was forced to set up new and special machinery for collecting and evaluating time-sale information and special formulas for breaking the expenditures down to a net rather than gross basis.

In releasing its figures, RAB was at pains to point out that they were based on a "large but not complete sample of the industry," and, for this reason, they may omit "certain sizable accounts, particularly large regionals."

But the fact is, that RAB has provided the industry, for the first time in history, with a clear-cut picture of the kind of national advertisers who are selling through spot radio, and impressive figures on the amounts they are spending. It is a truly fine accomplishment.



THIS WE FIGHT FOR: *More light of every kind on the sales power of radio spot. This tremendously valuable branch of air media deserves more billings than it has been receiving. It must not hide its light under a bushel.*

10-SECOND SPOTS

Saint: Admen, publicists and public relations men have been given a patron saint to look after them—St. Bernardino of Siena. *And high time, too!*

Quote: By Grey Advertising's Gene Accas at RTES meeting— "Hypoed ratings are a station's falsies; they put up a strong front with no support."

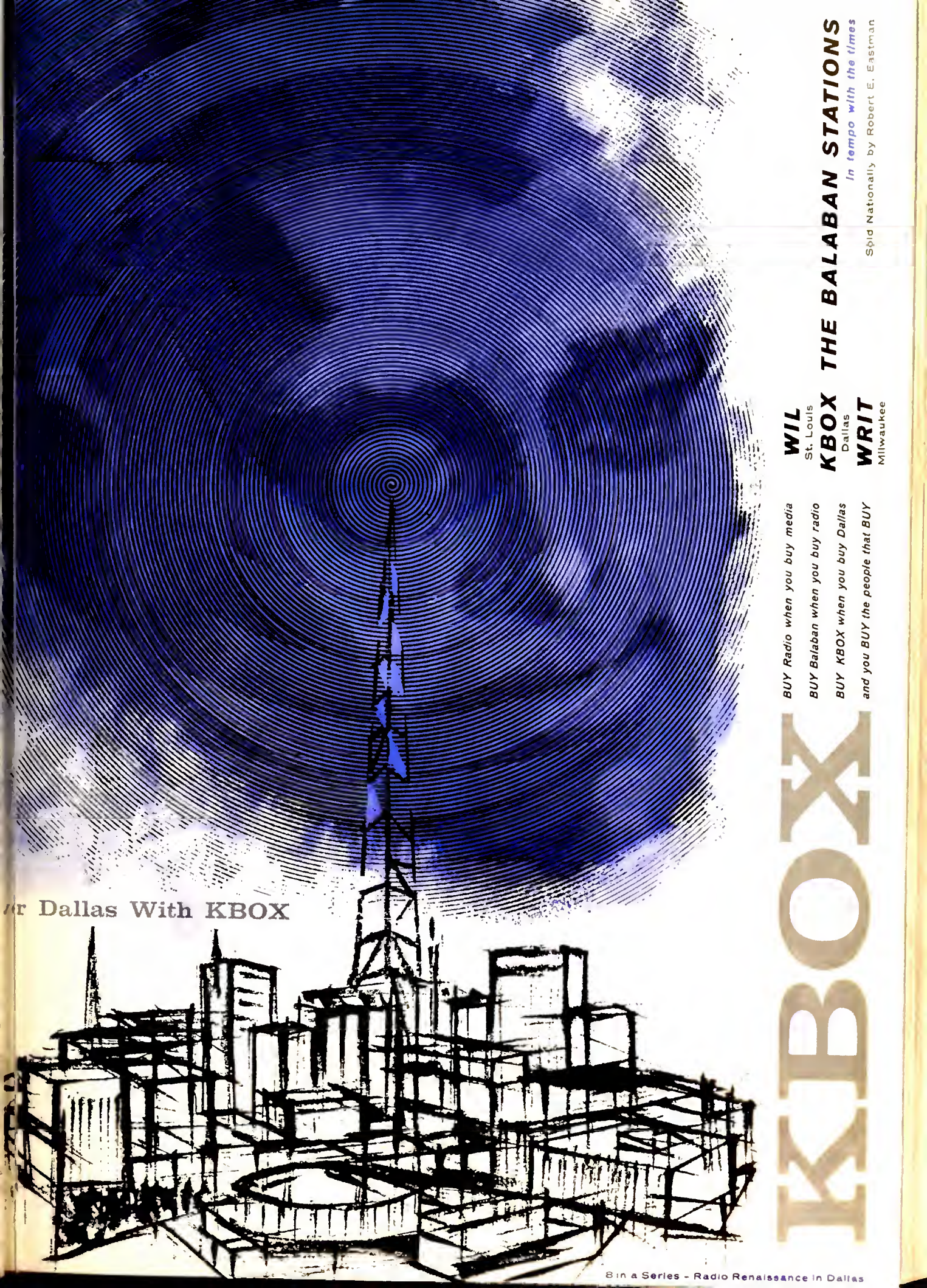
Definitions: Here's the final installment of that studio lexicon by Dee Vincent of KONO-TV, San Antonio— "Ready One"—This is the signal for Camera Two to be put on the air. "Go to black"—The coffee break has gotten out of hand, there is no one in the control room and we're off the air. *Boom*—Something the general manager has a tendency to lower right after we have gone to black. (Sometimes mistakenly referred to as a piece of studio equipment.) "Standby"—Command to call attention of crew to watch the academy leader on the "On-the-air" monitor, usually during a live cut-in.

Don't Mix! Gloria Brown, Cleveland KYW and KYW-TV's *Gal on The Go*, is currently plugging a cake frosting mix and a reducing product named respectively "Swel" and "Twill." Her big worry: that she might one day fluff by talking about the qualities of "Swill."

Nature story: KENS-TV, in sunny San Antonio where snow comes hardly ever, was deluged by phone calls during the telecast of a pro football game played in a Chicago snowstorm. San Antonians complained about the "snow" on their tv screens.

Spirit: Just to prove this is the season of "good will to all men." in New York City, ABC's Ollie Treyz won NBC's stereo hi-fi prize at the RTES Christmas party. while out in St. Louis, KTVI (an ABC TV affil) salesman Dick Kimball won the prize given by Manager Bob Hyland of KMOX (CBS) of a two-week vacation in Hawaii. *Oh well, at least in the KMOX case they're getting a competitive salesman out of town.*

Trend? ABC TV has auditioned as a possible daytime entry an "indoor Western." *Unfair to us horses!*



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KBOX
Dallas
WRIT
Milwaukee

THE BALABAN STATIONS
In tempo with the times
Spid Nationally by Robert E. Eastman

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BUY Balaban when you buy radio
BUY KBOX when you buy Dallas
and you BUY the people that BUY

KBOX



**no
additional
cost**



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Clarksburg, W. Va.**

Select any program or announcements from these Friendly Group stations—WSTV-TV, WBOY-TV or KODE-TV on a 13-week budget—and our exclusive “Shopper-Topper” merchandising service is yours at no extra cost in the important Steubenville-Wheeling, Central West Virginia and Joplin markets. In these three rich markets—with combined food sales of \$167,562,000—only these stations offer advertisers this unique merchandising support. Find out today how “Shopper-Topper” can move the goods for you.

The Shopper-Topper* Merchandising Plan guarantees:

- in-store displays, placement of point-of-sale material, shelf stocking, checks on prices, exposure and activity of major competitors, obtaining comments from stores—in 170 high-volume supermarkets
- merchandising activity report every 13 weeks to advertisers and agencies
- complete direct mail service
- product highlighting on popular local shows, including live demonstration

For more details ask for our new “Shopper-Topper” brochure

WSTV-TV

CHANNEL 9 • STEUBENVILLE-WHEELING • CBS-ABC

WBOY-TV

CHANNEL 12 • CLARKSBURG, W. VA. • NBC

KODE-TV

CHANNEL 12 • JOPLIN, MO. • CBS

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